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**UNITED STATES DISTRICT COURT**  
**NORTHERN DISTRICT OF CALIFORNIA**  
**SAN FRANCISCO DIVISION**

**IN RE GOOGLE PLAY STORE  
 ANTITRUST LITIGATION**

**THIS DOCUMENT RELATES TO:**

*Epic Games Inc. v. Google LLC et al.*, Case  
 No. 3:20-cv-05671-JD

*In re Google Play Consumer Antitrust  
 Litigation*, Case No. 3:20-cv-05761-JD

*State of Utah et al. v. Google LLC et al.*, Case  
 No. 3:21-cv-05227-JD

*Match Group, LLC et al. v. Google LLC et al.*,  
 Case No. 3:22-cv-02746-JD

Case No. 3:21-md-02981-JD

**DECLARATION OF CHRISTIAN  
 CRAMER IN SUPPORT OF  
 ADMINISTRATIVE MOTION TO FILE  
 UNDER SEAL MATERIALS  
 SUBMITTED IN CONNECTION WITH  
 PLAINTIFFS' PROPOSED REMEDY RE  
 GOOGLE'S DESTRUCTION OF CHAT  
 EVIDENCE**

Judge: Hon. James Donato

1 I, Christian Cramer, declare as follows:

2 1. I am currently a Finance Director for Defendant Google LLC (along with Google-  
3 affiliated entities, “Google”). I have been employed by Google since September 2007 and have  
4 held my current position since March 2017. Over the course of my employment at Google, I  
5 have acquired personal knowledge of Google’s practices and procedures concerning the  
6 maintenance of the confidentiality of its strategic, business, and marketing information.

7 2. I submit this declaration in support of the Administrative Motion to Seal Materials  
8 Submitted in Connection With Plaintiffs’ Proposed Remedy Re Google’s Destruction of Chat  
9 Evidence (“Motion”), filed on September 28, 2023 in *In re Google Play Store Antitrust*  
10 *Litigation* (No. 21-md-02981-JD) (N.D. Cal) (“MDL”); *see also In re Google Play Consumer*  
11 *Antitrust Litigation* (No. 3:20-cv-05761-JD) (N.D. Cal); *State of Utah, et al. v. Google LLC et*  
12 *al.*, No. 3:21-cv-05227-JD (N.D. Cal.); *Match Group, LLC et al. v. Google LLC et al.*, No. 3:22-  
13 *cv-02746-JD* (N.D. Cal.); *Epic Games, Inc. v. Google LLC et al.*, No. 3:20-cv-05671-JD (N.D.  
14 Cal.).

15 3. The facts set forth in this declaration are true and correct to the best of my  
16 knowledge, information, and belief, and are based on my personal knowledge of Google’s  
17 policies and practices as they relate to the treatment of confidential information, the materials  
18 that were provided to me and reviewed by me, and/or conversations with other knowledgeable  
19 employees of Google. If called upon as a witness in this action, I could and would testify from  
20 my personal knowledge and knowledge acquired from sources with factual foundation.

21 **The Material to Be Sealed Is Highly Confidential Because It Reflects Non-Public**  
22 **Commercial Agreements and Contract Proposals, and Because It Reveals Google’s**  
23 **Competitive Decision-Making and Business Strategy**

24 4. As demonstrated with factual particularity below, all the material for which  
25 Google requests sealing is maintained as highly confidential. To the best of my knowledge, none  
26 of this material has been publicly disclosed.

27 5. As a matter of routine practice and internal policy, Google and its employees  
28 strictly treat as confidential, inter alia, (i) internal, non-public financial information; (ii) non-

1 public commercial proposals to third parties; (iii) non-public agreements with third parties; (iv)  
2 internal surveys and analyses of customer preferences, spending, revenue, market conditions,  
3 business strategy, competitive dynamics, and commercial opportunities; (v) non-public financial  
4 forecasts and business plans; (vi) trade secrets; and (vii) other sensitive material that, if publicly  
5 disclosed, could potentially enable Google's competitors to undermine Google's competitive  
6 position in the marketplace, allow current or prospective business partners or counterparties to  
7 take unfair advantage of Google in negotiations or other business affairs, violate Google's  
8 confidentiality obligations to third parties, or otherwise prejudice Google's business interests. In  
9 my experience and to the best of my knowledge, Google does not disclose internal documents,  
10 data, or information of this nature outside of the company, except to authorized third parties  
11 when so required or permitted by law or contract. To that end and in order to prevent inadvertent  
12 revelation of this information to the public, Google has several policies in place like prohibiting  
13 employees from accessing information beyond what is reasonably necessary to perform their  
14 duties, limiting access to certain internal systems, permitting access to document databases on a  
15 need-to-know basis, and requiring the use of an encrypted email system. I am also aware that,  
16 generally, Google employees are required to sign a confidentiality agreement requiring each  
17 employee to keep information confidential and shared only within the company.

18         6. Third parties—including Google's customers, suppliers, business partners, and  
19 others who interact or transact with Google in an array of contexts—entrust highly sensitive,  
20 non-public, and confidential information to Google every day. These third parties have an  
21 expectation that Google can and will protect the confidentiality of that information. In many  
22 cases, Google is contractually bound to keep that information confidential. In my experience and  
23 to the best of my knowledge, Google does not disclose internal documents, data, or information  
24 reflecting third parties' confidential information outside of the company, unless and only to the  
25 extent it has been authorized (or is lawfully permitted or required) to do so. Rather, as noted  
26 above, Google policies and protocols are designed to ensure the confidentiality of third-party  
27 material is strictly maintained.

**There is Good Cause and Compelling Reasons to Seal Google's Highly Confidential Material**

7. As demonstrated with factual particularity below, there is “good cause” to seal Google’s confidential materials. But even if Google were required to demonstrate “compelling reasons” for sealing, the materials for which Google requests sealing would still satisfy that standard. The public disclosure of Google’s internal, confidential material (including material that reflects third parties’ confidential information) could, among other things, harm Google’s business and customer relationships, undermine Google’s ability to retain and attract customers and business partners who entrust Google with their confidential information, jeopardize Google’s ability to conduct business with current and prospective business partners, enable Google’s competitors to undermine Google’s competitive position in the marketplace, allow current or prospective business partners or counterparties to take unfair advantage of Google in negotiations or other business affairs, or otherwise prejudice Google’s and/or third parties’ business interests. These materials therefore derive economic value from not being generally known to Google’s competitors, counterparties, or the public. The release of this information to the public will cause tangible commercial injury to Google and to those who provided their confidential information to Google with the expectation that confidences would be maintained.

8. I understand that this Motion requests that the Court maintain the specific information identified below under seal. For the reasons stated below, this information is confidential and highly sensitive, and if publicly disclosed, could significantly prejudice Google's competitive position by harming Google's relationship with business partners, putting Google at unfair disadvantage in future business negotiations, and permitting Google's competitors to gain unfair advantage in competition with Google.

**Specific Information to Be Sealed**

**Plaintiffs’ Proposed Remedy Re Google’s Destruction of Chat Evidence [Dkt 609-1] (Exhibit A1)**

9. **Page 5, Lines 6-8 (between “to spend” and “in 2020 which would”).** This text reflects internal cost figures calculated or derived from Google's financial data which is non-

1 public information, and if revealed to competitors and potential business counterparties, could be  
2 used to disadvantage Google. For example, if competitor platforms became aware of this  
3 information they could use it to inform their own strategies, unfairly leveraging Google's  
4 financial data to compete more effectively with Google Play.

5       **10. Page 6, Line 28, Page 7, Line 1 (between “are responsible for” and “of**  
6 **Google Play’s approximately”; between “approximately” and “in annual revenue”).** This  
7 text reflects revenue figures calculated or derived from Google's financial data which is non-  
8 public information, and if revealed to competitors and potential business counterparties, could be  
9 used to disadvantage Google. For example, if competitor platforms became aware of this  
10 information they could use it to inform their own strategies, unfairly leveraging Google's  
11 financial data to compete more effectively with Google Play.

12       **11. Page 7, Lines 23-28 (between “pay Samsung” and “over four years”; between**  
13 **“would secure” and “for Google”).** This text contains confidential, non-public information  
14 regarding Google’s negotiations with a non-party OEM. Disclosure of this non-public  
15 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
16 making which, for example, could give a competitor or potential business partner unfair leverage  
17 in competing against or negotiating with Google. Moreover, Google’s competitors could use this  
18 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
19 designed to undercut those offered by Google.

20       **12. Page 8, Lines 1-11 (between “pay out between” and “over the four-[year]**  
21 **term”; between “drive down to” and “the fees Google”).** This text contains confidential, non-  
22 public information regarding Google’s agreements with a non-party OEM. This information  
23 further reflects and is calculated from internal, non-public Google financial data. Disclosure of  
24 this non-public information is likely to result in competitive harm to Google, as it reveals  
25 strategic decision-making which, for example, could give a competitor or potential business  
26 partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s  
27  
28

competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

13. **Page 8, Lines 15-20 (between “millions, and then” and “to move Samsung’s”; between “as part of their current” and “RSA deals”).** This text contains confidential, non-public information regarding Google’s agreements with a non-party OEM. This information further reflects and is calculated from internal, non-public Google financial data. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

14. **Page 9, Lines 8-15 (between “determined that over” and “of revenue was at”; between “developers at least” and “dollars to avoid”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

15. **Page 10, Line 13 (between “prepared to spend another” and “to stop ABK”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

16. **Page 10, Line 18 (between “worth more than” and “(Moskowitz”).** The disclosure of the developer’s highly confidential information would significantly harm

1 developer's business. For example, the developer's competitors could leverage this information  
2 to reap an unearned competitive advantage. They could exploit this information—that they  
3 otherwise would not have access to—to inform their own business strategies. To prevent these  
4 competitive harms from coming to fruition, developer proactively maintains the confidentiality  
5 of its strategic information, only disclosing it to a select group of individuals on an as-needed  
6 basis.

7 **17. Page 10, Line 25 (between “paid Supercell ‘up to” and “(Id. at 179:10-13”).**

8 This information contains non-public information regarding Google's confidential non-public  
9 internal strategic considerations related to creating value for and attracting developers to the  
10 Google Play Store. This information has never been disclosed publicly. Disclosure of this  
11 information would adversely impact Google's current competitive position by enabling Google's  
12 competitors to mimic its confidential strategies in an effort to attract developers away from  
13 Google.

14 **18. Page 13, Lines 25-28 (between “because of their” and “revenue share deal”;**  
15 **between “Google pays Apple” and “under this agreement”; between “this agreement, and”**  
16 **and end of sentence).** This text reflects the specific amount paid by Google to a major non-  
17 party OEM in connection with a commercial agreement with that non-party OEM. This  
18 information reflects and is calculated from internal, non-public Google financial data. Disclosure  
19 of this non-public information is likely to result in competitive harm to Google, as it reveals  
20 strategic decision-making which, for example, could give a competitor or potential business  
21 partner unfair leverage in competing against or negotiating with Google. Moreover, Google's  
22 competitors could use this non-party information to unfairly target Google's OEM partners and  
23 offer specific deal terms designed to undercut those offered by Google.

24 **19. Page 14, Line 2 (between “was somewhere between” and “in 2021”).** This  
25 text reflects the amount paid by Google to a major non-party OEM in connection with a  
26 commercial agreement with that non-party OEM. This information reflects and is calculated  
27 from internal, non-public Google financial data. Disclosure of this non-public information is  
28



likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 2**  
**[Dkt 609-3]**  
**(Exhibit A2)**

20. **Exhibit 2, page -220 (first bullet: between “to spend” and “to buy”, between “to buy” and “exclusive”, between “to” and “per year”; second bullet: between “to offer” and “revenue share”; third bullet: between “sufficient to drive” and “of Samsung”; fourth bullet: between “challenging; is” and “annual benefit”; fifth bullet: between “margins of” and “in long”, between “offset” and “net investment”).** This text contains non-public and confidential information regarding Google's agreements with non-party OEMs as well as internal strategy relating to Google Play's payment policy. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's partners and offer specific deal terms designed to undercut those offered by Google.

21. **Exhibit 2, page -221 (the figures that begin the first five bullet points; the second bullet point between “titles for” and “each title”; the figures that begin the five sub-bullet points under the fifth bullet, “revenue upside from co-listing”; sixth bullet: between “(2 year investment)” and “rev share”, between “rev share” and “exclusivity payment”; seventh bullet: between “Phase 2 Profits:” and “revenue share”, between “revenue share” and “cost”, between “store =” and “yr profit”).** This text contains non-public and confidential information regarding Google's agreements with non-party OEMs as well as internal strategy relating to Google Play's payment policy. Disclosure of this non-public information is likely to



1 result in competitive harm to Google, as it reveals strategic decision-making which, for example,  
2 could give a competitor or potential business partner unfair leverage in competing against or  
3 negotiating with Google. Moreover, Google's competitors could use this non-party information  
4 to unfairly target Google's partners and offer specific deal terms designed to undercut those  
5 offered by Google.

6       22.     **Exhibit 2, page -228, Table (all figures in the column titled "Phase 1: 3**  
7 **Exclusives"; all figures in the column titled "Phase 2: 50 co-listed games").** This text  
8 contains non-public and confidential information regarding Google's agreements with non-party  
9 OEMs as well as internal strategy relating to Google Play's payment policy. Disclosure of this  
10 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
11 decision-making which, for example, could give a competitor or potential business partner unfair  
12 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
13 could use this non-party information to unfairly target Google's partners and offer specific deal  
14 terms designed to undercut those offered by Google.

15       23.     **Exhibit 2, page -232 (the chart, as well as all figures and charts in the tables).**  
16 This information reflects and is calculated from internal, non-public Google financial data.  
17 Google spends significant resources compiling and maintaining this valuable data, which is non-  
18 public, and if revealed to competitors and potential business counterparties, could be used to  
19 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
20 Google financial information. Further, this information reflects sensitive, highly confidential  
21 characterizations by Google's internal business teams that, if revealed, could be referenced by  
22 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

23       24.     **Exhibit 2, page -233, (figure in title, prior to "of Play connected devices";**  
24 **entire graphic representation.)** This information reflects and is calculated from internal, non-  
25 public Google financial data. Google spends significant resources compiling and maintaining this  
26 valuable data, which is non-public, and if revealed to competitors and potential business  
27 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
28

competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 3  
[Dkt 609-4]  
(Exhibit A3)**

25. **Exhibit 3, page -819 (entire page).** This text reflects confidential Google financial information as well as non-public proposed terms with a potential non-party partner. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's business performance and a competitive advantage over Google in ongoing or future business negotiations.

26. **Exhibit 3, Page -820 (entire boxes labeled “Cross-Google Service Packs + Partner Pods,” “Samsung + Google Gaming Collaboration,” and “Accrue value back to Google”).** This text reflects confidential, non-public proposed terms with a potential non-party partner as well as Google's business strategy considerations. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's business strategy and a competitive advantage over Google in ongoing or future business negotiations.

27. **Exhibit 3, page -822 (between “HVUS:” and “of buyers”; between “spend” and “of app”; between “concentration of” and “reflect 2018”; entire top box).** This text reflects confidential Google financial information, including consumer spending on Google products and services. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's business performance and a competitive advantage over Google in ongoing or future business negotiations.

28. **Exhibit 3, page -824 (icons in column 1 and figures in column 2 in rows 2- 6; text in footnote between “Projected” to “spend projection”).** This text reflects the identity and confidential financial information for multiple non-party developers as well as non-public

1 Google financial information. If publicly revealed, this information could cause these non-parties  
2 and Google competitive harm by giving other parties insight into both these developers' and  
3 Google's business performance and a competitive advantage over Google in ongoing or future  
4 business negotiations.

5 29. **Exhibit 3, page -825 (entire page).** This text reflects confidential Google  
6 financial information. If publicly revealed, this information could cause Google competitive  
7 harm by giving other parties insight into Google's business performance and a competitive  
8 advantage over Google in ongoing or future business negotiations.

9 30. **Exhibit 3, page -827 (entire box under the slide title and icons).** This text  
10 reflects confidential and recent business strategy considerations by Google. If publicly  
11 revealed, this information could cause Google competitive harm by giving other parties insight  
12 into Google's strategic considerations and thus a competitive advantage over Google in ongoing  
13 or future business negotiations.

14 31. **Exhibit 3, page -828 (entire box under “1) Prioritize Play”; entire box under**  
15 **the icons under “2) Boost x-PA Product Adoption”).** This text reflects confidential and recent  
16 business strategy considerations by Google. If publicly revealed, this information could cause  
17 Google competitive harm by giving other parties insight into Google's strategic considerations  
18 and thus a competitive advantage over Google in ongoing or future business negotiations.

19 32. **Exhibit 3, page -829 (entirety of the four rows in the chart).** This text reflects  
20 confidential and recent business strategy considerations by Google, including considered deal  
21 terms. If publicly revealed, this information could cause Google competitive harm by giving  
22 other parties insight into Google's strategic considerations and thus a competitive advantage over  
23 Google in ongoing or future business negotiations.

24 33. **Exhibit 3, page -830 (the three boxes on the left side under “Target**  
25 **Developers”).** This text reflects confidential and recent business strategy considerations by  
26 Google, including the identities of possible third-party partners. If publicly revealed, this  
27 information could cause Google competitive harm by giving other parties insight into Google's  
28

1 strategic considerations and thus a competitive advantage over Google in ongoing or future  
2 business negotiations.

3       **34. Exhibit 3, page -831 (the entire box under slide title and three headings;**  
4 **between “packs with” and “-->”).** This text reflects confidential and recent business strategy  
5 considerations by Google, including the identity of a specific non-party developer and possible  
6 Google partner. If publicly revealed, this information could cause both Google and the non-party  
7 developer competitive harm by giving other parties insight into strategic considerations and  
8 financial information of both Google and the developer.

9       **35. Exhibit 3, page -832 (entire box under slide title and three headings).** This  
10 text reflects confidential and recent business strategy considerations by Google, including  
11 non-public Google financial information. If publicly revealed, this information could cause  
12 Google competitive harm by giving other parties insight into Google's strategic considerations  
13 and thus a competitive advantage over Google in ongoing or future business negotiations.

14       **36. Exhibit 3, page -833 (entire box under slide title; between “2021 as” and**  
15 **“increases”).** This text reflects confidential and recent business strategy considerations by  
16 Google, including non-public Google financial information. If publicly revealed, this information  
17 could cause Google competitive harm by giving other parties insight into Google's strategic  
18 considerations and thus a competitive advantage over Google in ongoing or future business  
19 negotiations.

20       **37. Exhibit 3, page -835 (box in the bottom right corner at the end of the arrow**  
21 **beneath “Niantic”).** This text reflects non-public Google financial information. If publicly  
22 revealed, this information could cause Google competitive harm by giving other parties insight  
23 into Google's strategic considerations and thus a competitive advantage over Google in ongoing  
24 or future business negotiations.

25       **38. Exhibit 3, page -836 (entire first row until the slide title; text from “are win-**  
26 **win” through the end of that sentence; entire 3 bullet points under “Marketing**  
27 **opportunities”; entire 2 bullet points under “Playpoints”).** This text reflects confidential and  
28

1 recent business strategy considerations by Google, including proposed deal terms with a  
2 possible non-party partner. If publicly revealed, this information could cause Google  
3 competitive harm by giving other parties insight into Google's strategic considerations and thus  
4 a competitive advantage over Google in ongoing or future business negotiations.

5       **39. Exhibit 3, page -838 (between “including” and “and 4 year”; entire chart**  
6 **under the slide title).** This text reflects confidential and recent business strategy considerations  
7 by Google, including proposed deal terms with a possible non-party partner as well as  
8 confidential Google financial information. If publicly revealed, this information could cause  
9 Google competitive harm by giving other parties insight into Google's strategic considerations  
10 and thus a competitive advantage over Google in ongoing or future business negotiations.

11       **40. Exhibit 3, page -839 (entire right-hand column under “Mitigation”; entire 3**  
12 **bullet points beneath the chart).** This text reflects confidential and recent business strategy  
13 considerations by Google, including proposed deal terms with a possible non-party partner. If  
14 publicly revealed, this information could cause Google competitive harm by giving other parties  
15 insight into Google's strategic considerations and thus a competitive advantage over Google in  
16 ongoing or future business negotiations.

17       **41. Exhibit 3, page -842 (entirety of the box; between “includes” and “and also**  
18 **accounts”).** This text reflects confidential and recent business strategy considerations by  
19 Google, including confidential Google financial information related to the impact of a  
20 considered business proposal. If publicly revealed, this information could cause Google  
21 competitive harm by giving other parties insight into Google's strategic considerations and thus  
22 a competitive advantage over Google in ongoing or future business negotiations.

23       **42. Exhibit 3, page -843 (entirety of the box under the slide title).** This text  
24 reflects confidential and recent business strategy considerations by Google, including  
25 confidential Google financial information related to the impact of a considered business  
26 proposal. If publicly revealed, this information could cause Google competitive harm by  
27  
28

1 giving other parties insight into Google's strategic considerations and thus a competitive  
2 advantage over Google in ongoing or future business negotiations.

3       **43. Exhibit 3, page -844 (entirety of the box under the slide title; between “of top**  
4 **developers” and “A couple of partial”).** This text reflects confidential and recent business  
5 strategy considerations by Google, including confidential Google financial information related to  
6 a considered business proposal. It also reflects the identities of two non-party developers. If  
7 publicly revealed, this information could cause Google competitive harm by giving other parties  
8 insight into Google's strategic considerations and thus a competitive advantage over Google in  
9 ongoing or future business negotiations.

10       **44. Exhibit 3, page -845 (entirety of box under “Margin Impact (2019 - 2022)”).**  
11 This text reflects non-public Google financial information related to a considered business  
12 proposal. If publicly revealed, this information could cause Google competitive harm by giving  
13 other parties insight into Google's strategic considerations and thus a competitive advantage over  
14 Google in ongoing or future business negotiations.

15       **45. Exhibit 3, page -846 (entirety of box under “Margin Impact (2019 - 2022)”).**  
16 This text reflects non-public Google financial information related to a considered business  
17 proposal. If publicly revealed, this information could cause Google competitive harm by giving  
18 other parties insight into Google's strategic considerations and thus a competitive advantage over  
19 Google in ongoing or future business negotiations.

20       **46. Exhibit 3, page -847 (entirety of box under “Margin Impact (2019 - 2022)”).**  
21 This text reflects non-public Google financial information related to a considered business  
22 proposal. If publicly revealed, this information could cause Google competitive harm by giving  
23 other parties insight into Google's strategic considerations and thus a competitive advantage over  
24 Google in ongoing or future business negotiations.

25       **47. Exhibit 3, page -848 (text in title between “against” and “of margin”; entirety**  
26 **of box under slide title; text below box between “includes” and “and also”).** This text reflects  
27 non-public Google financial information related to a considered business proposal. If publicly  
28

1 revealed, this information could cause Google competitive harm by giving other parties insight  
2 into Google's strategic considerations and thus a competitive advantage over Google in ongoing  
3 or future business negotiations.

4 **48. Exhibit 3, page -850 (entire box under slide title “Developer Value View”).**

5 This text reflects confidential financial information for multiple non-party developers, as well as  
6 the projected impact of a considered Google business arrangement. If publicly revealed, this  
7 information could cause both these non-party developers and Google competitive harm by giving  
8 other parties insight into Google's strategic considerations and the developers' financial data.

9 **49. Exhibit 3, page -851 (entire box under slide title “Developer list”).** This text

10 reflects the identities of multiple non-party developers who were under consideration for a  
11 possible Google business initiative. If publicly revealed, this information could cause both these  
12 non-party developers and Google competitive harm by giving other parties insight into Google's  
13 strategic considerations.

14 **50. Exhibit 3, page -852 (entire box next to “Developer Eligibility”; entire box**  
15 **next to “Developer Obligations”).** This text reflects confidential and recent business strategy  
16 considerations by Google, including considered terms of a possible business proposal. If publicly  
17 revealed, this information could cause Google competitive harm by giving other parties insight  
18 into Google's strategic considerations and thus a competitive advantage over Google in ongoing  
19 or future business negotiations.

20 **51. Exhibit 3, page -853 (title text between “Hug Devs:” and “and”; between**  
21 **“and” and “FTE”; and entire box below the title).** This text reflects confidential and recent  
22 business strategy considerations by Google, including project descriptions, budgets, and Google  
23 staffing arrangements for a possible business proposal. If publicly revealed, this information  
24 could cause Google competitive harm by giving other parties insight into Google's strategic  
25 considerations and thus a competitive advantage over Google in ongoing or future business  
26 negotiations.



52. **Exhibit 3, page -854 (title text from the beginning of the title until “for Hug devs”; from “for Hug devs” until the end of the title; and entire box below the title).** This text reflects confidential and recent business strategy considerations by Google, including financial terms, timing, and possible partners for a possible business proposal. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

53. **Exhibit 3, page -857 (subtitle text from “Project Play Spend =” until the end of that sentence; entirety of box under the subtitle).** This text reflects non-public Google financial information related to a considered business proposal. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

54. **Exhibit 3, page -859 (entire page).** This text reflects proposed terms for a possible business arrangement with a non-party entity, including financial terms and other strategic considerations for both parties. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

55. **Exhibit 3, page -860 (entire page).** This text reflects proposed terms for a possible business arrangement with a non-party entity, including financial terms and other strategic considerations for both parties. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

56. **Exhibit 3, page -861 (both bullet points in the first row to the right of the row title “Product”; both bullet points in the second row to the right of the row title “Financial”).** This text reflects proposed terms for a possible business arrangement with a non-party entity, including financial terms and other strategic considerations for both parties.

57. Exhibit 3, page -862 (all 3 bullet points in the second row under “Mitigation”; the text under “Play band dilution” and to the right of “Mitigation”; and both bullet points under “Mitigation”). This text reflects proposed terms for a possible business arrangement with a non-party entity, including financial terms and other strategic considerations. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

59. **Exhibit 3, page -864 (text in the subtitle between “Integrate Samsung with” and “to help drive”; the entire chart including footnotes under “Proposal / Details / Considerations”).** This text reflects proposed terms for a possible business arrangement with Samsung, a non-party, including financial terms, geographic scope, duration, and other strategic considerations. If publicly revealed, this information could cause Google competitive harm by giving other parties insight into Google's strategic considerations and thus a competitive advantage over Google in ongoing or future business negotiations.

60. Exhibit 5, page -107.R (between “Ask: Spend” and “in 2023”; between “Offer up to” and “Play rev”; between “to OEMs” and “to smaller OEMs”; between “spending est” and “in 2020”; between “up to” and “(steady state)”; between “total of” and

1 **“for Xiaomi”; between “Xiaomi and” and “for carriers”**). This text contains confidential,  
2 non-public information regarding non-party business partners, and implicates the non-parties’  
3 confidentiality interests by purporting to reveal the nonparties’ confidential statements made  
4 during negotiations. Further, disclosure of this non-public information is likely to result in  
5 competitive harm to Google, as it reveals strategic decision-making, which, for example, could  
6 give a competitor or potential business partner unfair leverage in competing against or  
7 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
8 to unfairly target Google’s partners. Further, this information reveals Google’s internal non-  
9 public profit, revenue, and financial calculations. These data sets are not otherwise publicly  
10 reported by the company and their disclosure is likely to cause Google competitive harm and  
11 give its competitors an unfair advantage. Google’s competitors could improperly utilize this  
12 internal, non-public data to modify or augment their business operations in an effort to compete  
13 unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across  
14 multiple years) gives Google’s competitors improper insight into the financial health and future  
15 outlook of the Play business, which also arguably gives Google’s competitors an unfair  
16 advantage. Further, the disclosure of mobile carrier and OEM’s highly confidential information  
17 would significantly harm mobile carriers’ and OEMs’ business. For example, mobile carrier and  
18 OEM competitors could leverage this information to reap an unearned competitive advantage.  
19 They could exploit this information—that they otherwise would not have access to—to inform  
20 their own business strategies. To prevent these competitive harms from coming to fruition,  
21 mobile carrier and OEMs proactively maintains the confidentiality of its strategic information,  
22 only disclosing it to a select group of individuals on an as-needed basis.

23 61. **Exhibit 5, page -108.R (both charts and associated text below the heading**  
24 **that begins with “Scope”**). This information reveals Google’s internal non-public profit,  
25 revenue, and financial calculations. These data sets are not otherwise publicly reported by the  
26 company and their disclosure is likely to cause Google competitive harm and give its competitors  
27 an unfair advantage. Google’s competitors could improperly utilize this internal, non-public data  
28

1 to modify or augment their business operations in an effort to compete unfairly against Google.  
2 Moreover, visibility into the trends in the data (i.e., figures across multiple years) gives Google's  
3 competitors improper insight into the financial health and future outlook of the Play business,  
4 which also arguably gives Google's competitors an unfair advantage.

5       **62. Exhibit 5, page -109.R (the figures in the columns with the headings**  
6 **beginning with “2017A” and “2018A”).** This text contains confidential, non-public  
7 information regarding Google’s agreements with non-party business partners. Disclosure of this  
8 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
9 decision-making which, for example, could give a competitor or potential business partner unfair  
10 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
11 could use this non-party information to unfairly target Google's developer partners and offer  
12 specific deal terms designed to undercut those offered by Google. This information reflects and  
13 is calculated from internal, non-public Google financial data. Google spends significant  
14 resources compiling and maintaining this valuable data, which is non-public, and if revealed to  
15 competitors and potential business counterparties, could be used to disadvantage and cause  
16 Google competitive harm by giving competitors insight into confidential Google financial  
17 information. Further, this information reflects sensitive, highly confidential characterizations by  
18 Google's internal business teams that, if revealed, could be referenced by potential counterparties  
19 in negotiations with Google to gain an unfair advantage against Google. Further, the disclosure  
20 of OEMs' highly confidential information would significantly harm OEMs' business. For  
21 example, OEMs' competitors could leverage this information to reap an unearned competitive  
22 advantage. They could exploit this information—that they otherwise would not have access to—  
23 to inform their own business strategies. To prevent these competitive harms from coming to  
24 fruition, OEMs proactively maintain the confidentiality of their strategic information, only  
25 disclosing it to a select group of individuals on an as-needed basis.

26       **63. Exhibit 5, page -111.R (the dollar amounts located in the two gray boxes at**  
27 **the bottom of the slide).** This text contains confidential, non-public information regarding non-  
28

1 party business partner, and implicates the non-parties' confidentiality interests by purporting to  
2 reveal the nonparties' confidential statements made during negotiations. Further, disclosure of  
3 this non-public information is likely to result in competitive harm to Google, as it reveals  
4 strategic decision-making, which, for example, could give a competitor or potential business  
5 partner unfair leverage in competing against or negotiating with Google. Moreover, Google's  
6 competitors could use this non-party information to unfairly target Google's partners. Further,  
7 this information reveals Google's internal non-public profit, revenue, and financial calculations.  
8 These data sets are not otherwise publicly reported by the company and their disclosure is likely  
9 to cause Google competitive harm and give its competitors an unfair advantage. Google's  
10 competitors could improperly utilize this internal, non-public data to modify or augment their  
11 business operations in an effort to compete unfairly against Google. Moreover, visibility into the  
12 trends in the data (i.e., figures across multiple years) gives Google's competitors improper insight  
13 into the financial health and future outlook of the Play business, which also arguably gives  
14 Google's competitors an unfair advantage.

15       **64. Exhibit 5, page -112.R (the percentage figures underneath the headings**  
16 **“Core Experience”, “Optimized Experience”, and “Google Forward”).** This text contains  
17 confidential, non-public information regarding Google's agreements with non-party OEMs.  
18 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
19 reveals strategic decision-making which, for example, could give a competitor or potential  
20 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
21 Google's competitors could use this non-party information to unfairly target Google's partners  
22 and offer specific deal terms designed to undercut those offered by Google.

23       **65. Exhibit 5, page -113.R (the percentage figures underneath the headings**  
24 **“Core Experience”, “Optimized Experience”, and “Google Forward”; the percentage**  
25 **figures between “carriers to spend” and “(ramp)”; between “Spend” and “of the**  
26 **incremental”).** This text contains confidential, non-public information regarding Google's  
27 agreements with non-party carriers. Disclosure of this non-public information is likely to result  
28

1 in competitive harm to Google, as it reveals strategic decision-making which, for example, could  
2 give a competitor or potential business partner unfair leverage in competing against or  
3 negotiating with Google. Moreover, Google's competitors could use this non-party information  
4 to unfairly target Google's partners and offer specific deal terms designed to undercut those  
5 offered by Google.

6       **66. Exhibit 5, page -115.R (the specific dollar amounts on the slide).** This  
7 information reveals Google's internal non-public profit, revenue, and financial calculations.  
8 These data sets are not otherwise publicly reported by the company and their disclosure is likely  
9 to cause Google competitive harm and give its competitors an unfair advantage. Google's  
10 competitors could improperly utilize this internal, non-public data to modify or augment their  
11 business operations in an effort to compete unfairly against Google. Moreover, visibility into the  
12 trends in the data (i.e., figures across multiple years) gives Google's competitors improper insight  
13 into the financial health and future outlook of the Play business, which also arguably gives  
14 Google's competitors an unfair advantage. Further, the disclosure of OEMs' highly confidential  
15 information would significantly harm OEMs' business. For example, OEMs' competitors could  
16 leverage this information to reap an unearned competitive advantage. They could exploit this  
17 information—that they otherwise would not have access to—to inform their own business  
18 strategies. To prevent these competitive harms from coming to fruition, OEMs proactively  
19 maintain the confidentiality of their strategic information, only disclosing it to a select group of  
20 individuals on an as-needed basis.

21       **67. Exhibit 5, page -116.R (between "investing" and "per device", between "on**  
22 **Android" and "in 2023"; the dollar amounts in the graphic figure; between “generated”**  
23 **and “revenue”; between “GFD is” and “more expensive”; between “LG” and “savings”;**  
24 **the dollar amount preceding “in marketing”).** This text contains confidential, non-public  
25 information regarding Google's agreements with non-parties. Disclosure of this non-public  
26 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
27 making which, for example, could give a competitor or potential business partner unfair leverage  
28

1 in competing against or negotiating with Google. Moreover, Google’s competitors could use this  
2 non-party information to unfairly target Google's partners and offer specific deal terms designed  
3 to undercut those offered by Google. Further, this information reflects and is calculated from  
4 internal, non-public Google financial data. Google spends significant resources compiling and  
5 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
6 business counterparties, could be used to disadvantage and cause Google competitive harm by  
7 giving competitors insight into confidential Google financial information. Further, this  
8 information reflects sensitive, highly confidential characterizations by Google's internal business  
9 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
10 Google to gain an unfair advantage against Google. Further, the disclosure of OEMs' highly  
11 confidential information would significantly harm OEMs' business. For example, OEMs'  
12 competitors could leverage this information to reap an unearned competitive advantage. They  
13 could exploit this information—that they otherwise would not have access to—to inform their  
14 own business strategies. To prevent these competitive harms from coming to fruition, OEMs  
15 proactively maintain the confidentiality of their strategic information, only disclosing it to a  
16 select group of individuals on an as-needed basis.

17       68.     **Exhibit 5, page -117.R (the bar chart underneath the heading “GDAF TAC**  
18 **Payments by Tier”; the dollar amounts in the columns with the headings “2018”, “2019”,**  
19 **“2020”, “2021”, “2022”, and “2023”; the dollar amounts to the right of the table at the**  
20 **bottom of the slide).** This information reflects and is calculated from internal, non-public  
21 Google financial data. Google spends significant resources compiling and maintaining this  
22 valuable data, which is non-public, and if revealed to competitors and potential business  
23 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
24 competitors insight into confidential Google financial information. Further, this information  
25 reflects sensitive, highly confidential characterizations by Google's internal business teams that,  
26 if revealed, could be referenced by potential counterparties in negotiations with Google to gain  
27 an unfair advantage against Google.



69. **Exhibit 5, page -118.R (between “will reach” and “in 2023”; between “in 2023” and “from Play”; between “from Play” and “Search”; all dollar amounts in the columns with the headings “2018A”; “2019E”; “2020F”; “2021F”; “2022F”; 2023F” and “Two Year Term”; and between “reinvestment is” and “in each year”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

70. **Exhibit 5, page -121.R (between “will reach” and “in 2023”; dollar amounts in the columns with the headings “2018A”, “2019E”, “2020F”, “2021F”, “2022F”, and “2023F”; between “be between” and “GFWD”; between “enrollment of” and the end of the sentence; between “bonus rates” and “for most”; between “OEMs and” and “for Carriers”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. Further, the disclosure of OEMs' highly confidential information would significantly harm OEMs' business. For example, OEMs' competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, OEMs proactively maintain the

1 confidentiality of their strategic information, only disclosing it to a select group of individuals on  
2 an as-needed basis.

3       71.     **Exhibit 5, page -122.R (between “to spend” and “to cover”; between “to**  
4 **cover” and “in key”; the dollar amounts and graphics below the headings “Case 1”,**  
5 **“[Recommendation] Case 2”, and “Case 3”).** This text contains confidential, non-public  
6 information regarding Google’s agreements with non-party carriers. Disclosure of this non-  
7 public information is likely to result in competitive harm to Google, as it reveals strategic  
8 decision-making which, for example, could give a competitor or potential business partner unfair  
9 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
10 could use this non-party information to unfairly target Google's carrier partners and offer specific  
11 deal terms designed to undercut those offered by Google. This information reflects and is  
12 calculated from internal, non-public Google financial data. Google spends significant resources  
13 compiling and maintaining this valuable data, which is non-public, and if revealed to competitors  
14 and potential business counterparties, could be used to disadvantage and cause Google  
15 competitive harm by giving competitors insight into confidential Google financial information.  
16 Further, this information reflects sensitive, highly confidential characterizations by Google's  
17 internal business teams that, if revealed, could be referenced by potential counterparties in  
18 negotiations with Google to gain an unfair advantage against Google. Further, the disclosure of  
19 OEMs' highly confidential information would significantly harm OEMs' business. For example,  
20 OEMs' competitors could leverage this information to reap an unearned competitive advantage.  
21 They could exploit this information—that they otherwise would not have access to—to inform  
22 their own business strategies. To prevent these competitive harms from coming to fruition,  
23 OEMs proactively maintain the confidentiality of their strategic information, only disclosing it to  
24 a select group of individuals on an as-needed basis.

25       72.     **Exhibit 5, page -123.R (the dollar amounts in the columns with the headings**  
26 **“2018A”, “2019E”, “2020F”, “2021F”, “2022F” and “2023F”).** This information reveals  
27 Google's internal non-public profit, revenue, and financial calculations. These data sets are not  
28

1 otherwise publicly reported by the company and their disclosure is likely to cause Google  
2 competitive harm and give its competitors an unfair advantage. Google's competitors could  
3 improperly utilize this internal, non-public data to modify or augment their business operations  
4 in an effort to compete unfairly against Google. Moreover, visibility into the trends in the data  
5 (i.e., figures across multiple years) gives Google's competitors improper insight into the financial  
6 health and future outlook of the Play business, which also arguably gives Google's competitors  
7 an unfair advantage.

8       **73. Exhibit 5, page -124.R (the dollar amounts and percentage figures in the**  
9 **rows with the headings “High Case”, “Expected Case”, and “Low Case”).** This text reflects  
10 revenue, operating profit, and gross profit margin figures calculated or derived from Google's  
11 financial data which is non-public information, and if revealed to competitors and potential  
12 business counterparties, could be used to disadvantage Google. For example, if competitor  
13 platforms became aware of this information they could use it to inform their own strategies,  
14 unfairly leveraging Google's financial data to compete more effectively with Google Play.

15       **74. Exhibit 5, page -125.R (the dollar amounts under the headings “Low End**  
16 **Risk”, “High End Risk”, and “Max At-Risk”).** This information reveals Google's internal  
17 non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly  
18 reported by the company and their disclosure is likely to cause Google competitive harm and  
19 give its competitors an unfair advantage. Google's competitors could improperly utilize this  
20 internal, non-public data to modify or augment their business operations in an effort to compete  
21 unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across  
22 multiple years) gives Google's competitors improper insight into the financial health and future  
23 outlook of the Play business, which also arguably gives Google's competitors an unfair  
24 advantage.

25       **75. Exhibit 5, page -126.R (the dollar amounts in the columns with the headings**  
26 **“2018A”, “2019E”, “2020F”, “2021F”, “2022F” and “2023F”; the percentage figure in the**  
27 **bullet point followed by “of Play revenue”).** This information reflects and is calculated from  
28

1 internal, non-public Google financial data. Google spends significant resources compiling and  
2 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
3 business counterparties, could be used to disadvantage and cause Google competitive harm by  
4 giving competitors insight into confidential Google financial information. Further, this  
5 information reflects sensitive, highly confidential characterizations by Google's internal business  
6 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
7 Google to gain an unfair advantage against Google.

8       76. **Exhibit 5, page -127.R (the dollar amounts in the columns with the headings**  
9 **“2018A”, “2019E”, “2020F”, “2021F”, “2022F” and “2023F”; the percentage figures in the**  
10 **row with the heading “Huawei Redistribution of Revenue”).** This information reflects and is  
11 calculated from internal, non-public Google financial data. Google spends significant resources  
12 compiling and maintaining this valuable data, which is non-public, and if revealed to competitors  
13 and potential business counterparties, could be used to disadvantage and cause Google  
14 competitive harm by giving competitors insight into confidential Google financial information.  
15 Further, this information reflects sensitive, highly confidential characterizations by Google's  
16 internal business teams that, if revealed, could be referenced by potential counterparties in  
17 negotiations with Google to gain an unfair advantage against Google. Further, this text contains  
18 confidential, non-public information regarding Google’s agreements with non-party developers.  
19 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
20 reveals strategic decision-making which, for example, could give a competitor or potential  
21 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
22 Google’s competitors could use this non-party information to unfairly target Google's developer  
23 partners and offer specific deal terms designed to undercut those offered by Google.

24       77. **Exhibit 5, page -128.R (under the heading “Underlying Assumptions”, the**  
25 **percentage figures and dollar amounts; under the heading "Status Quo", the percentage**  
26 **figures and dollar amounts; under the heading “GDAF Expected Case”).** This information  
27 reflects and is calculated from internal, non-public Google financial data. Google spends  
28

1 significant resources compiling and maintaining this valuable data, which is non-public, and if  
2 revealed to competitors and potential business counterparties, could be used to disadvantage and  
3 cause Google competitive harm by giving competitors insight into confidential Google financial  
4 information. Further, this information reflects sensitive, highly confidential characterizations by  
5 Google's internal business teams that, if revealed, could be referenced by potential counterparties  
6 in negotiations with Google to gain an unfair advantage against Google. Further, this text  
7 contains confidential, non-public information regarding Google's agreements with non-party  
8 developers. Disclosure of this non-public information is likely to result in competitive harm to  
9 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
10 potential business partner unfair leverage in competing against or negotiating with Google.  
11 Moreover, Google's competitors could use this non-party information to unfairly target Google's  
12 developer partners and offer specific deal terms designed to undercut those offered by Google.

13 78. **Exhibit 5, page -129.R (between "Removal of" and "of forecasted"; between**  
14 **"will have" and "RevShare"; between "Fly Mobile will" and the end of the sentence;**  
15 **between "will have" and "RevShare").** This text contains confidential, non-public information  
16 regarding Google's agreements with non-party device manufacturers. Disclosure of this non-  
17 public information is likely to result in competitive harm to Google, as it reveals strategic  
18 decision-making which, for example, could give a competitor or potential business partner unfair  
19 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
20 could use this non-party information to unfairly target Google's carrier partners and offer specific  
21 deal terms designed to undercut those offered by Google. This information contains non-public  
22 and confidential data regarding carrier revenue share deals. This information has never been  
23 disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly  
24 revealed, this information could influence the competitive decision-making and business  
25 strategies employed by Google's app store competitors, for example by influencing how those  
26 app stores market themselves to U.S. developers and how they distinguish themselves from  
27 Google Play in the eyes of U.S. developers.

1           79.     **Exhibit 5, page -146.R (percentage figures in the rows titled “Consideration”**  
2 **and “Uptake”)**. This text contains confidential, non-public information regarding Google’s  
3 agreements with non-party developers. Disclosure of this non-public information is likely to  
4 result in competitive harm to Google, as it reveals strategic decision-making which, for example,  
5 could give a competitor or potential business partner unfair leverage in competing against or  
6 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
7 to unfairly target Google’s developer partners and offer specific deal terms designed to undercut  
8 those offered by Google.

9           80.     **Exhibit 5, page -153.R (dollar amounts and figures in the columns with the**  
10 **headings “2018”, “Q4 ‘18 Annualized”)**. This text contains confidential, non-public  
11 information regarding Google’s agreements with non-party OEMs. Disclosure of this non-public  
12 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
13 making which, for example, could give a competitor or potential business partner unfair leverage  
14 in competing against or negotiating with Google. Moreover, Google’s competitors could use this  
15 non-party information to unfairly target Google’s partners and offer specific deal terms designed  
16 to undercut those offered by Google. Further, this information reflects and is calculated from  
17 internal, non-public Google financial data. Google spends significant resources compiling and  
18 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
19 business counterparties, could be used to disadvantage and cause Google competitive harm by  
20 giving competitors insight into confidential Google financial information. Further, this  
21 information reflects sensitive, highly confidential characterizations by Google’s internal business  
22 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
23 Google to gain an unfair advantage against Google. Further, the disclosure of OEMs’ highly  
24 confidential information would significantly harm OEMs’ business. For example, OEMs’  
25 competitors could leverage this information to reap an unearned competitive advantage. They  
26 could exploit this information—that they otherwise would not have access to—to inform their  
27 own business strategies. To prevent these competitive harms from coming to fruition, OEMs  
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1 proactively maintain the confidentiality of their strategic information, only disclosing it to a  
2 select group of individuals on an as-needed basis.

3       81.     **Exhibit 5, page -157.R (between “to spend” and “to cover”; between “to**  
4 **cover” and “in key”; dollar figures in the column titled “Hedged (‘23F)”;** under the  
5 **heading “Details”, between “exposing” and “of annual”, between “contributing” and**  
6 **“search rev”, between “browsers exposing” and “of Google”, between “putting” and “of**  
7 **Play”).** This text contains confidential, non-public information regarding Google’s agreements  
8 with non-parties. Disclosure of this non-public information is likely to result in competitive harm  
9 to Google, as it reveals strategic decision-making which, for example, could give a competitor or  
10 potential business partner unfair leverage in competing against or negotiating with Google.  
11 Moreover, Google’s competitors could use this non-party information to unfairly target Google’s  
12 partners and offer specific deal terms designed to undercut those offered by Google. Further, this  
13 information reflects and is calculated from internal, non-public Google financial data. Google  
14 spends significant resources compiling and maintaining this valuable data, which is non-public,  
15 and if revealed to competitors and potential business counterparties, could be used to  
16 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
17 Google financial information. Further, this information reflects sensitive, highly confidential  
18 characterizations by Google’s internal business teams that, if revealed, could be referenced by  
19 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

20       82.     **Exhibit 5, page -158.R (between “propose investing”, and “in getting”;**  
21 **between “in getting” and “devices”; between “GFD is” and “more”; between “LG” and**  
22 **“savings”; “between “OEMs” and “savings per”; the figure that precedes “in marketing by**  
23 **carriers; the figures that precede “revenue uplift”).** This text contains confidential, non-  
24 public information regarding Google’s agreements with non-parties. Disclosure of this non-  
25 public information is likely to result in competitive harm to Google, as it reveals strategic  
26 decision-making which, for example, could give a competitor or potential business partner unfair  
27 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
28



1 could use this non-party information to unfairly target Google's partners and offer specific deal  
2 terms designed to undercut those offered by Google. Further, this information reflects and is  
3 calculated from internal, non-public Google financial data. Google spends significant resources  
4 compiling and maintaining this valuable data, which is non-public, and if revealed to competitors  
5 and potential business counterparties, could be used to disadvantage and cause Google  
6 competitive harm by giving competitors insight into confidential Google financial information.  
7 Further, this information reflects sensitive, highly confidential characterizations by Google's  
8 internal business teams that, if revealed, could be referenced by potential counterparties in  
9 negotiations with Google to gain an unfair advantage against Google. Further, the disclosure of  
10 OEMs' highly confidential information would significantly harm OEMs' business. For example,  
11 OEMs' competitors could leverage this information to reap an unearned competitive advantage.  
12 They could exploit this information—that they otherwise would not have access to—to inform  
13 their own business strategies. To prevent these competitive harms from coming to fruition,  
14 OEMs proactively maintain the confidentiality of their strategic information, only disclosing it to  
15 a select group of individuals on an as-needed basis.

16       83.     **Exhibit 5, page -159.R (the dollar figures in the table).** This text contains  
17 confidential, non-public information regarding Google's agreements with non-party device  
18 manufacturers. Disclosure of this non-public information is likely to result in competitive harm  
19 to Google, as it reveals strategic decision-making which, for example, could give a competitor or  
20 potential business partner unfair leverage in competing against or negotiating with Google.  
21 Moreover, Google's competitors could use this non-party information to unfairly target Google's  
22 partners and offer specific deal terms designed to undercut those offered by Google. Further, this  
23 information reflects and is calculated from internal, non-public Google financial data. Google  
24 spends significant resources compiling and maintaining this valuable data, which is non-public,  
25 and if revealed to competitors and potential business counterparties, could be used to  
26 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
27 Google financial information. Further, this information reflects sensitive, highly confidential  
28

1 characterizations by Google's internal business teams that, if revealed, could be referenced by  
2 potential counterparties in negotiations with Google to gain an unfair advantage against Google.  
3 Further, the disclosure of OEMs' highly confidential information would significantly harm  
4 OEMs' business. For example, OEMs' competitors could leverage this information to reap an  
5 unearned competitive advantage. They could exploit this information—that they otherwise  
6 would not have access to—to inform their own business strategies. To prevent these competitive  
7 harms from coming to fruition, OEMs proactively maintain the confidentiality of their strategic  
8 information, only disclosing it to a select group of individuals on an as-needed basis.

9       84.     **Exhibit 5, page -160.R (the figures in the table).** This information contains  
10 non-public and confidential data regarding device testing on Google Play. This information has  
11 never been disclosed publicly and the Google Play product team treats it as strictly confidential.  
12 If publicly revealed, this information could influence the competitive decision-making and  
13 business strategies employed by Google's app store competitors, for example by influencing how  
14 those app stores market themselves to U.S. developers and how they distinguish themselves from  
15 Google Play in the eyes of U.S. developers. Further, the disclosure of OEMs' highly confidential  
16 information would significantly harm OEMs' business. For example, OEMs' competitors could  
17 leverage this information to reap an unearned competitive advantage. They could exploit this  
18 information—that they otherwise would not have access to—to inform their own business  
19 strategies. To prevent these competitive harms from coming to fruition, OEMs proactively  
20 maintain the confidentiality of their strategic information, only disclosing it to a select group of  
21 individuals on an as-needed basis.

22       85.     **Exhibit 5, page -161.R (the graph and table underneath the heading “So how**  
23 **do partner economics work?”).** This text contains confidential, non-public information  
24 regarding Google's agreements with non-party device manufacturers. Disclosure of this non-  
25 public information is likely to result in competitive harm to Google, as it reveals strategic  
26 decision-making which, for example, could give a competitor or potential business partner unfair  
27 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
28

could use this non-party information to unfairly target Google's partners and offer specific deal terms designed to undercut those offered by Google. Further, this information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. Further, the disclosure of OEMs' highly confidential information would significantly harm OEMs' business. For example, OEMs' competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, OEMs proactively maintain the confidentiality of their strategic information, only disclosing it to a select group of individuals on an as-needed basis.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 6**  
**[Dkt 609-7]**  
**(Exhibit A5)**

86. **Exhibit 6, page -008 (between “adding up” and “enterprise value”).** This text contains confidential, non-public information regarding non-party developers, and implicates the non-parties' confidentiality interests by purporting to reveal the nonparties' confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners.

87. **Exhibit 6, page -009 (all text to the right of the heading “WHAT”, below “Potential for a multi-year partnership with better terms at re-negotiation”, and to the left**

1 **of the icons).** This text contains confidential, non-public information regarding non-party  
2 developers, and implicates the non-parties' confidentiality interests by purporting to reveal the  
3 nonparties' confidential statements made during negotiations. Further, disclosure of this non-  
4 public information is likely to result in competitive harm to Google, as it reveals strategic  
5 decision-making, which, for example, could give a competitor or potential business partner  
6 unfair leverage in competing against or negotiating with Google. Moreover, Google's  
7 competitors could use this non-party information to unfairly target Google's developer partners.

8 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 8 [Dkt**  
9 **609-9]**  
10 **(Exhibit A6)**

11 88. **Exhibit 8, Bates -758.R (number above the leftmost column in the 2019**  
12 **Global Mobile Revenues bar chart; percentage figure above “Android” in the leftmost**  
13 **column of the 2019 Global Mobile Revenues bar chart; all numbers below “Android” in**  
14 **the leftmost column of the 2019 Global Mobile Revenues bar chart; all numbers between**  
15 **“Other Android” and “Samsung” in the rightmost column of the 2019 Global Mobile**  
16 **Revenues bar chart; second bullet point between “Google is making” and “margin from**  
17 **premium”; third bullet point between “is not reversed” and “of incremental”; fourth bullet**  
18 **point between “to earn” and “in revenue”).** This information reveals Google's internal non-  
19 public profit, revenue, and financial calculations. This information is not otherwise publicly  
20 reported by the company and its disclosure is likely to cause Google competitive harm and give  
21 its competitors an unfair advantage. Google's competitors could improperly utilize this internal,  
22 non-public data to modify or augment their business operations in an effort to compete unfairly  
23 against Google. Moreover, visibility into the trends in the data (i.e., figures across multiple  
24 years) gives Google's competitors improper insight into the financial health and future outlook of  
25 the Play business, which also arguably gives Google's competitors an unfair advantage.

26 89. **Exhibit 8, Bates -759.R (text in red box between “Google paid” and “in**  
27 **search”; number between “DCB revshare =” and “Search”; number after “Search**  
28 **revshare =”).** This information reveals Google's internal non-public financial calculations,

1 including specific dollar amounts and financial terms for particular commercial programs and  
2 deals. This information is not otherwise publicly reported by the company and its disclosure is  
3 likely to cause Google competitive harm and give its competitors an unfair advantage. Google's  
4 competitors could improperly utilize this internal, non-public data to modify or augment their  
5 business operations in an effort to compete unfairly against Google.

6       **90. Exhibit 8, Bates -760.R (percentage figure and dollar amount above bar**  
7 **chart titled “Samsung TAC”; percentage figure and dollar amount above bar chart titled**  
8 **“Samsung RSA Active Devices”; all numbers in bar chart titled “As-Is RSAv Projection**  
9 **(2020-24)”;** first bullet point in rightmost column between “search at” and “TAC”; number  
10 between “ID revenues” and “in TAC”; numbers between “Samsung devices” and “January  
11 was”; number between “January was” and “April was”; number between “April was” and  
12 “down”; number between “down” and “update commitment”). This information reveals  
13 Google's internal non-public financial calculations, including specific dollar amounts and  
14 financial terms for particular commercial programs and deals. This information is not otherwise  
15 publicly reported by the company and its disclosure is likely to cause Google competitive harm  
16 and give its competitors an unfair advantage. Google's competitors could improperly utilize this  
17 internal, non-public data to modify or augment their business operations in an effort to compete  
18 unfairly against Google.

19       **91. Exhibit 8, Bates -761.R (all text contained in the four bullet points below**  
20 **“Proposed New Deal (4 Year Term)”;** number in box at the bottom of the slide before  
21 **“total deal size”; numbers between “renewed as is” and “based on market”).** This text  
22 contains confidential, non-public information regarding Google’s agreements with non-party  
23 OEMs. This information also reveals Google's internal non-public financial calculations,  
24 including specific dollar value and financial terms for particular commercial programs and deals.  
25 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
26 reveals strategic decision-making which, for example, could give a competitor or potential  
27 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
28

Google's competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

92. **Exhibit 8, Bates -762.R (number in the leftmost column between "devices on Samsung ID" and "over 4 yrs"; number in the middle column between "Samsung devices" and "over 4 yrs"; numbers in the rightmost column between "Japan, EEA" and "over 4 yrs"; number between "that justified the" and "TAC in the").** This text contains confidential, non-public information regarding Google's agreements with non-party OEMs. This information also reveals Google's internal non-public financial calculations regarding these agreements, including calculations of the specific dollar value associated with particular aspects of the deal and financial terms for particular commercial programs and deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

93. **Exhibit 8, Bates -763.R (number in the leftmost column between "devices on Samsung ID" and "over 4 yrs"; number between "that justified the" and "TAC in the").** This text contains confidential, non-public information regarding Google's agreements with non-party OEMs. This information also reveals Google's internal non-public financial calculations regarding these agreements, including calculations of the specific dollar value associated with particular aspects of the deal and financial terms for particular commercial programs and deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

1           94.     **Exhibit 8, Bates -764.R (all numbers in the column of the bar chart titled**  
2 **“Status Quo”; all numbers in the column of the bar chart titled “New Deal”; percentage**  
3 **figure above “across the board” in the table titled “Current deal effective TAC rates”; all**  
4 **percentage figures in the table titled “New deal baseline TAC rates”).** This text contains  
5 confidential, non-public information regarding Google’s agreements with non-party OEMs. This  
6 information also reveals Google’s internal non-public financial calculations regarding these  
7 agreements, including calculations of the specific dollar value associated with particular aspects  
8 of the deal and financial terms for particular commercial programs and deals. Disclosure of this  
9 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
10 decision-making which, for example, could give a competitor or potential business partner unfair  
11 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
12 could use this non-party information to unfairly target Google’s OEM partners and offer specific  
13 deal terms designed to undercut those offered by Google.

14           95.     **Exhibit 8, Bates -765.R (number in the leftmost column between “devices on**  
15 **Samsung ID” and “over 4 yrs”; number in the middle column between “Samsung devices”**  
16 **and “over 4 yrs”).** This text contains confidential, non-public information regarding Google’s  
17 agreements with non-party OEMs. This information also reveals Google’s internal non-public  
18 financial calculations regarding these agreements, including calculations of the specific dollar  
19 value associated with particular aspects of the deal. Disclosure of this non-public information is  
20 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
21 example, could give a competitor or potential business partner unfair leverage in competing  
22 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
23 information to unfairly target Google’s OEM partners and offer specific deal terms designed to  
24 undercut those offered by Google.

25           96.     **Exhibit 8, Bates -766.R (dollar amounts contained in the three blue boxes on**  
26 **the far right of the slide below the heading “Incentivize through a combination of three**  
27 **mechanisms”; percentage figure between “install-base TAC” and “additional TAC on**  
28



1 **installed”; dollar amount between “payments” and “/month”; percentage figure between**  
2 **“revenue-share” and “on Chrome”; percentage figure between “as today”) and “revenue-**  
3 **share”; percentage figure between “Play” and “profit share”; dollar amount between**  
4 **“Total of” and “over 4 yrs”).** This text contains confidential, non-public information regarding  
5 Google’s agreements with non-party OEMs. This information also reveals Google's internal  
6 non-public financial calculations regarding these agreements, including calculations of the  
7 specific dollar value associated with particular aspects of the deal. Disclosure of this non-public  
8 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
9 making which, for example, could give a competitor or potential business partner unfair leverage  
10 in competing against or negotiating with Google. Moreover, Google’s competitors could use this  
11 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
12 designed to undercut those offered by Google.

13 97. **Exhibit 8, Bates -767.R (number in the leftmost column between “devices on**  
14 **Samsung ID” and “over 4 yrs”; number in the middle column between “Samsung devices”**  
15 **and “over 4 yrs”; number between “add up to” and “over 4 years”).** This text contains  
16 confidential, non-public information regarding Google’s agreements with non-party OEMs. This  
17 information also reveals Google's internal non-public financial calculations regarding these  
18 agreements, including calculations of the specific dollar value associated with particular aspects  
19 of the deal. Disclosure of this non-public information is likely to result in competitive harm to  
20 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
21 potential business partner unfair leverage in competing against or negotiating with Google.  
22 Moreover, Google’s competitors could use this non-party information to unfairly target Google's  
23 OEM partners and offer specific deal terms designed to undercut those offered by Google.

24 98. **Exhibit 8, Bates -768.R (number between “designed with” and “incremental**  
25 **margin”; number in the light blue box at the top left of the slide, between “Search deal**  
26 **pays” and “to secure”; number in the light blue box at the top left of the slide, between “to**  
27 **secure” and “of incremental”; all numbers in the leftmost column of the bar chart titled**  
28

1 **“Dist’bn Search Revenue during term”;** number at the top of the column of the bar chart  
2 **titled “Payment to Samsung”;** number at the top of the column of the bar chart titled  
3 **“Incremental Deal Margin to Google”;** number in the dark blue box at the top middle of  
4 **the slide between “Services deal pays” and “to secure”;** number in the dark blue box at the  
5 **top middle of the slide between “to secure” and “of Play risk”;** all numbers in the column  
6 **of the bar chart titled “Services Revenue during term”;** number at the top of the column of  
7 **the bar chart titled “Payment to Samsung”;** number at the top of the column of the bar  
8 **chart titled “Incremental Deal Margin to Google”;** number in the teal box at the top right  
9 **of the slide, after “Distribution component is”;** all numbers in the column of the bar chart  
10 **titled “Incremental Value from Deal”;** number at the top of the column of the bar chart  
11 **titled “Payment to Samsung”;** all numbers in the column of the bar chart titled  
12 **“Incremental Deal Margin to Google”;** numbers between **“Ads, Messages”** and  
13 **“incremental revenue”;** numbers between **“revenue), Discover”** and **“incremental”;**  
14 **number before “(distribution search)”;** number between **“=”** and **“(widget)”;** number  
15 **between “+” and “(voice)”;** number between **“+”** and **“(S-browser)”;** number before  
16 **“grey”;** number between **“grey =”** and **“Play”;** number between **“+”** and **“from Chrome”;**  
17 **number between “or savings” and “risk protections”;** number between **“for Play”** and  
18 **“savings from”;** number between **“and then”** and **“uplift in value”).** This text contains  
19 confidential, non-public information regarding Google’s agreements with non-party OEMs. This  
20 information also reveals Google’s internal non-public financial calculations regarding these  
21 agreements, including calculations of the specific dollar value associated with particular aspects  
22 of the deal. Disclosure of this non-public information is likely to result in competitive harm to  
23 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
24 potential business partner unfair leverage in competing against or negotiating with Google.  
25 Moreover, Google’s competitors could use this non-party information to unfairly target Google’s  
26 OEM partners and offer specific deal terms designed to undercut those offered by Google.

1           **99. Exhibit 8, Bates -769 (number in the leftmost column between “devices on**  
2 **Samsung ID” and “over 4 yrs”; number in the middle column between “Samsung devices”**  
3 **and “over 4 yrs”; numbers in the rightmost column between “Japan, EEA” and “over 4**  
4 **ysr”).** This text contains confidential, non-public information regarding Google’s agreements  
5 with non-party OEMs. This information also reveals Google's internal non-public financial  
6 calculations regarding these agreements, including calculations of the specific dollar value  
7 associated with particular aspects of the deal. Disclosure of this non-public information is likely  
8 to result in competitive harm to Google, as it reveals strategic decision-making which, for  
9 example, could give a competitor or potential business partner unfair leverage in competing  
10 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
11 information to unfairly target Google's OEM partners and offer specific deal terms designed to  
12 undercut those offered by Google.

13           **100. Exhibit 8, Bates -770 (numbers between “stands to lose” and “in margin”;**  
14 **numbers after “LTV impact.”; all numbers in the middle and rightmost columns of the bar**  
15 **chart titled “Active Share”; all numbers in the middle and rightmost columns of the bar**  
16 **chart titled “Google Revenue (2020- 24)”;** all numbers in all columns of the bar chart titled  
17 **“Google Margin (2020-24”).** This information reflects and is calculated from internal, non-  
18 public Google financial data. Google spends significant resources compiling and maintaining this  
19 valuable data, which is non-public, and if revealed to competitors and potential business  
20 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
21 competitors insight into confidential Google financial information. Further, this information  
22 reflects sensitive, highly confidential characterizations by Google's internal business teams that,  
23 if revealed, could be referenced by potential counterparties in negotiations with Google to gain  
24 an unfair advantage against Google.

25           **101. Exhibit 8, Bates -772.R (numbers between “distribution” and “in**  
26 **additional”; numbers in leftmost blue box, below the words “Signing Bonus”; text below**  
27 **leftmost blue box, before the words “signing bonus”; numbers in the middle blue box,**  
28

below the words “Quality Incentive”; text below the middle blue box, before “per qualifying device”; numbers in the rightmost blue box, below the words “Growth Incentive”; text below rightmost blue box, before the words “per OS switcher”; numbers in yellow box, below the words “Google Investment”; text below yellow box, before the words “match of payments”; number between “marketing spend” and “in headcount”; numbers between “GTM activities” and “only applies”; number between “Samsung+” and “to cover”). This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs, including specific financial calculations of the dollar value associated with aspects of the deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s OEM partners and offer specific deal terms designed to undercut those offered by Google.

102. **Exhibit 8, Bates -773.R (all text in bullet points below the heading “Distribution deals commitments, plus:”).** This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs, including specific financial calculations of the dollar value associated with aspects of the deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s OEM partners and offer specific deal terms designed to undercut those offered by Google.

103. **Exhibit 8, Bates -774.R (percentage figure in blue box between “marketing” and “of all”; percentage figure in dark gray box between “marketing” and “of Samsung”; percentage figure in light gray box between “marketing” and “of Carrier”; number between “people” and “over 4 yrs”).** This text contains confidential, non-public information

1 regarding Google's agreements with non-party OEMs, including specific financial calculations  
2 of the dollar value associated with aspects of the deals. Disclosure of this non-public information  
3 is likely to result in competitive harm to Google, as it reveals strategic decision-making which,  
4 for example, could give a competitor or potential business partner unfair leverage in competing  
5 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
6 information to unfairly target Google's OEM partners and offer specific deal terms designed to  
7 undercut those offered by Google.

8       104.   **Exhibit 8, Bates -777.R (number before the words "expected payout";**  
9 **number between "payout+" and "upside"; all numbers in the leftmost "Status Quo"**  
10 **column of the bar chart titled "Deal Payments"; all numbers in the middle "Low Case"**  
11 **column of the bar chart titled "Deal Payments"; all numbers in the rightmost "High Case"**  
12 **column of the bar chart titled "Deal Payments"; number between the words "Low Case"**  
13 **and "shipments @"; percentage figure between the words "shipments @" and "iOS";**  
14 **number between the words "High Case" and "shipments @"; percentage figure above the**  
15 **words "across the board" in the table titled "Current deal effective TAC rates"; all**  
16 **numbers in the table titled "New deal consideration").** This text contains confidential, non-  
17 public information regarding Google's agreements with non-party OEMs, including specific  
18 financial calculations of the dollar value associated with aspects of the deals. Disclosure of this  
19 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
20 decision-making which, for example, could give a competitor or potential business partner unfair  
21 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
22 could use this non-party information to unfairly target Google's OEM partners and offer specific  
23 deal terms designed to undercut those offered by Google.

24       105.   **Exhibit 8, Bates -778.R (numbers in dark blue box between "investment**  
25 **pays" and "to unlock"; numbers in dark blue box between "to unlock" and "incremental";**  
26 **all numbers in the bar chart, including all numbers contained within and located above**  
27 **each of the three columns; percentage figure between "Conservative incremental" and**  
28

1 **“uplift”**). This text contains confidential, non-public information regarding Google’s  
2 agreements with non-party OEMs, including specific financial calculations of the dollar value  
3 associated with aspects of the deals. Disclosure of this non-public information is likely to result  
4 in competitive harm to Google, as it reveals strategic decision-making which, for example, could  
5 give a competitor or potential business partner unfair leverage in competing against or  
6 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
7 to unfairly target Google’s OEM partners and offer specific deal terms designed to undercut  
8 those offered by Google.

9 106. **Exhibit 8, Bates -781.R (all percentage figures next to the dotted “High**  
10 **Impact Case” lines in the graph; all percentage figures in the rightmost column of the bar**  
11 **chart)**. This information reflects and is calculated from internal, non-public Google financial  
12 data. Google spends significant resources compiling and maintaining this valuable data, which is  
13 non-public, and if revealed to competitors and potential business counterparties, could be used to  
14 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
15 Google financial information. Further, this information reflects sensitive, highly confidential  
16 characterizations by Google’s internal business teams that, if revealed, could be referenced by  
17 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

18 107. **Exhibit 8, Bates -782.R (number between “G” and “(+ approx”; number**  
19 **between “+ approx” and “LTV”)**. This information reflects and is calculated from internal,  
20 non-public Google financial data. Google spends significant resources compiling and  
21 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
22 business counterparties, could be used to disadvantage and cause Google competitive harm by  
23 giving competitors insight into confidential Google financial information. Further, this  
24 information reflects sensitive, highly confidential characterizations by Google’s internal business  
25 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
26 Google to gain an unfair advantage against Google.

1           108.   **Exhibit 8, Bates -783.R (number between “may forego” and “in margin”;**  
2 **number between “risk GM of” and “\*includes”;** **number after “pre-covid at risk GM of”;**  
3 **all numbers in the bottom 7 rows of the table).** This information reflects and is calculated  
4 from internal, non-public Google financial data. Google spends significant resources compiling  
5 and maintaining this valuable data, which is non-public, and if revealed to competitors and  
6 potential business counterparties, could be used to disadvantage and cause Google competitive  
7 harm by giving competitors insight into confidential Google financial information. Further, this  
8 information reflects sensitive, highly confidential characterizations by Google's internal business  
9 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
10 Google to gain an unfair advantage against Google.

11           109.   **Exhibit 8, Bates -784.R (number between “may forego up to” and “in**  
12 **margin”;** **number after “at risk GM of”;** **all numbers in the bottom 7 rows of the table;**  
13 **percentage figures contained in the far right column of the bar chart titled “Total Installed**  
14 **base”).** This information reflects and is calculated from internal, non-public Google financial  
15 data. Google spends significant resources compiling and maintaining this valuable data, which is  
16 non-public, and if revealed to competitors and potential business counterparties, could be used to  
17 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
18 Google financial information. Further, this information reflects sensitive, highly confidential  
19 characterizations by Google's internal business teams that, if revealed, could be referenced by  
20 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

21           110.   **Exhibit 8, Bates -785.R (numbers between “stands to lose” and “in margin”;**  
22 **numbers between “LTV impact of” and “from Android”;** **numbers after “at risk GM of”;**  
23 **number after “Low impact: GM loss of”;** **number after “High impact: GM loss of”;**  
24 **number between “17p.p decline in total device share from 35% to” and “primarily”;**  
25 **number between “GM loss of” and “from 2020”;** **number between “risk GM of” and**  
26 **“LTV”).** This information reflects and is calculated from internal, non-public Google financial  
27 data. Google spends significant resources compiling and maintaining this valuable data, which is  
28



1 non-public, and if revealed to competitors and potential business counterparties, could be used to  
2 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
3 Google financial information. Further, this information reflects sensitive, highly confidential  
4 characterizations by Google's internal business teams that, if revealed, could be referenced by  
5 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

6       **111. Exhibit 8, Bates -786.R (all numbers in the bottom row of the table, between**  
7 **“G” and “Emerging HW ecosystem”).** This information reflects and is calculated from  
8 internal, non-public Google financial data. Google spends significant resources compiling and  
9 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
10 business counterparties, could be used to disadvantage and cause Google competitive harm by  
11 giving competitors insight into confidential Google financial information. Further, this  
12 information reflects sensitive, highly confidential characterizations by Google's internal business  
13 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
14 Google to gain an unfair advantage against Google.

15       **112. Exhibit 8, Bates -791.R (all numbers in the table).** This information reflects  
16 and is calculated from internal, non-public Google financial data. Google spends significant  
17 resources compiling and maintaining this valuable data, which is non-public, and if revealed to  
18 competitors and potential business counterparties, could be used to disadvantage and cause  
19 Google competitive harm by giving competitors insight into confidential Google financial  
20 information. Further, this information reflects sensitive, highly confidential characterizations by  
21 Google's internal business teams that, if revealed, could be referenced by potential counterparties  
22 in negotiations with Google to gain an unfair advantage against Google.

23       **113. Exhibit 8, Bates -792.R (number between “deal term” and “of distribution”;**  
24 **number between “deal pays” and “on all devices”; all dollar amounts and percentage**  
25 **figures in the charts and bar graphs; percentage figure between “DEAL 2 ADDS” and “ON**  
26 **CHROME”; number after “(ROW) ADD’L”).** This text contains confidential, non-public  
27 information regarding Google’s agreements with non-party OEMs, including specific financial  
28

1 calculations of the dollar value associated with aspects of the deals. Disclosure of this non-public  
2 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
3 making which, for example, could give a competitor or potential business partner unfair leverage  
4 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
5 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
6 designed to undercut those offered by Google.

7       **114. Exhibit 8, Bates -793.R (all numbers in the table).** This text contains  
8 confidential, non-public information regarding Google's agreements with non-party OEMs,  
9 including specific financial calculations of the dollar value associated with aspects of the deals.  
10 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
11 reveals strategic decision-making which, for example, could give a competitor or potential  
12 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
13 Google's competitors could use this non-party information to unfairly target Google's OEM  
14 partners and offer specific deal terms designed to undercut those offered by Google.

15       **115. Exhibit 8, Bates -794.R (all dollar amounts in the table titled "Payment to**  
16 **Samsung for Deal Term (4 Years)"; all dollar amounts in the table titled "Google**  
17 **Marketing Spend for Deal Term (4 years)"; all dollar amounts in the table titled "Total**  
18 **Google Spend for Deal Term (4 years)"; number between "Signing bonus" and**  
19 **"(Samsung)"; number between "Base" and "per device"; numbers between "LTV and"**  
20 **and "revenue uplift"; number between "Bonus" and "additional per"; number between**  
21 **"based on" and "iPhone switcher"; number between "2021" and "initial Google"; number**  
22 **between "Base" and "per device"; number between "Bonus" and "additional per").** This  
23 text contains confidential, non-public information regarding Google's agreements with non-party  
24 OEMs, including specific financial calculations of the dollar value associated with aspects of the  
25 deals. Disclosure of this non-public information is likely to result in competitive harm to Google,  
26 as it reveals strategic decision-making which, for example, could give a competitor or potential  
27 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
28

Google's competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

116. **Exhibit 8, Bates -795.R (number between “to mitigate” and “of Play risk”; all dollar amounts contained in the bar graph titled “4- Year Play Margin at Risk (\$Bs)”;** number between “BC (Apr'19):” and “margin at risk”; number between “Add'l” and “unmitigated risk”; number between “risk by” and “17 devs”; number between “reduce risk” and “Deal terms”; number between “Remaining risk of” and “90%”). This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

117. **Exhibit 8, Bates -796.R (all dollar amounts listed in table titled “Total Google Spend for Deal Term (4 years)”;** all dollar amounts listed in the table titled “Incrtl Value Unlocked for Deal Term (4 years)”; all dollar amounts listed in the table titled “Net Deal Margin to Google for Deal Term (4 years)”; percentage figure between “Conservative incremental” and “uplift”). This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

1           **118. Exhibit 8, Bates -797.R (all dollar amounts and percentage figures in all four**  
2 **tables).** This information reflects and is calculated from internal, non-public Google financial  
3 data. Google spends significant resources compiling and maintaining this valuable data, which is  
4 non-public, and if revealed to competitors and potential business counterparties, could be used to  
5 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
6 Google financial information. Further, this information reflects sensitive, highly confidential  
7 characterizations by Google's internal business teams that, if revealed, could be referenced by  
8 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

9           **119. Exhibit 8, Bates -798.R (all dollar amounts contained within the bar chart).**  
10 This information reflects and is calculated from internal, non-public Google financial data.  
11 Google spends significant resources compiling and maintaining this valuable data, which is non-  
12 public, and if revealed to competitors and potential business counterparties, could be used to  
13 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
14 Google financial information. Further, this information reflects sensitive, highly confidential  
15 characterizations by Google's internal business teams that, if revealed, could be referenced by  
16 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

17           **120. Exhibit 8, Bates -799.R (number between “Additional” and “in the US”;**  
18 **number between “TAC from” and “new devices”; percentage figure between “freed-up**  
19 **funds to” and “of funds on bounties”; percentage figure between “cleaned up devices” and**  
20 **“to Google controlled”; all numbers contained within the columns of the bar chart; all**  
21 **numbers in the chart on the far right below the column heading “2 Yr est”; all numbers in**  
22 **the chart on the far right below the column heading “5 Yr est.”).** This information reflects  
23 and is calculated from internal, non-public Google financial data. Google spends significant  
24 resources compiling and maintaining this valuable data, which is non-public, and if revealed to  
25 competitors and potential business counterparties, could be used to disadvantage and cause  
26 Google competitive harm by giving competitors insight into confidential Google financial  
27 information. Further, this information reflects sensitive, highly confidential characterizations by  
28

Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

121. **Exhibit 8, Bates -802.R (all text below the column heading “2017 RSA deal”; all text below the column heading “2020 RSA deal”).** This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

122. **Exhibit 8, Bates -803.R (number between “Current RSA” and “if extended”; number between “paying” and “TAC”; number between “Browser” and “from IB”; number between “IB +” and “from browser”; all text in bullet points below heading “Global deal”; number between “by device” and “Only available”; all text in bullet points below heading “Only available outside EEA & RU”).** This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs, including specific financial calculations of the dollar value associated with aspects of the deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to undercut those offered by Google.

123. **Exhibit 8, Bates -804.R (percentage figure in blue box between “marketing” and “of RSA”; percentage figure in dark gray box between “marketing” and “of Samsung RSA”; percentage figure in light gray box between “marketing” and “of Carrier RSA”).** This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs and other partners, including specific financial calculations regarding the percentage

1 of funds allocated to specific programs or initiatives. Disclosure of this non-public information is  
2 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
3 example, could give a competitor or potential business partner unfair leverage in competing  
4 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
5 information to unfairly target Google's OEM/Carrier partners and offer specific deal terms  
6 designed to undercut those offered by Google.

7       **124. Exhibit 8, Bates -805.R (percentage figure in blue box between “marketing”**  
8 **and “of all RSA”; percentage figure in dark gray box between “marketing” and “of**  
9 **Samsung RSA”; percentage figure in light gray box between “marketing” and “of Carrier**  
10 **RSA”).** This text contains confidential, non-public information regarding Google's agreements  
11 with non-party OEMs and other partners, including specific financial calculations regarding the  
12 percentage of funds allocated to specific programs or initiatives. Disclosure of this non-public  
13 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
14 making which, for example, could give a competitor or potential business partner unfair leverage  
15 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
16 non-party information to unfairly target Google's OEM/Carrier partners and offer specific deal  
17 terms designed to undercut those offered by Google.

18       **125. Exhibit 8, Bates -808.R (all text in bullet points below the heading “What we**  
19 **get now”; number between “enrollment:” and “devices in RU”; number between “KR**  
20 **and” and “in ROW”).** This text contains confidential, non-public information regarding  
21 Google's agreements with non-party OEMs and other partners, as well as calculations regarding  
22 the percentage of devices subject to the terms of those agreements. Disclosure of this non-public  
23 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
24 making which, for example, could give a competitor or potential business partner unfair leverage  
25 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
26 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
27 designed to undercut those offered by Google.

1           126.   **Exhibit 8, Bates -809.R (all text in bullet points below the heading “What we**  
2 **get now”)**. This text contains confidential, non-public information regarding Google’s  
3 agreements with non-party OEMs and other partners. Disclosure of this non-public information  
4 is likely to result in competitive harm to Google, as it reveals strategic decision-making which,  
5 for example, could give a competitor or potential business partner unfair leverage in competing  
6 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
7 information to unfairly target Google's OEM partners and offer specific deal terms designed to  
8 undercut those offered by Google.

9           127.   **Exhibit 8, Bates -810.R (number between “up to” and “in additional**  
10 **incentives”; numbers in blue box below the words “Initial Setup & Quality Incentive”;**  
11 **numbers in blue box below the words “Growth Incentive”; all text in the two bullet points**  
12 **next to “Samsung provides.”; dollar amount between “Google payment to Samsung” and**  
13 **“signing bonus”; dollar amount between “Google payment to Samsung” and “per \$400+”;**  
14 **dollar amount before “per OS switcher”; number between “Google Marketing investment”**  
15 **and “match”; dollar amount between “Google Marketing investment” and “in marketing**  
16 **headcount”; number between “Samsung (and” and “match”; dollar amount between**  
17 **“match” and “to cover”)**. This text contains confidential, non-public information regarding  
18 Google’s agreements with non-party OEMs, including calculations regarding the specific dollar  
19 amounts allocated to various aspects of those deals. Disclosure of this non-public information is  
20 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
21 example, could give a competitor or potential business partner unfair leverage in competing  
22 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
23 information to unfairly target Google's OEM partners and offer specific deal terms designed to  
24 undercut those offered by Google.



**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 10**  
**[Dkt 609-11]**  
**(Exhibit A7)**

128. **Exhibit 10, Bates -967 (between “been considered” and “Eugene Liderman, 2020-09-29 08:04:23”; between “08:08:07” and “should we continue”; between “off-play risk has” and “Dave Kleidermacher, 2020-09-29 08:09:35”; and between “with an MTD represent” and “of all AE devices”).** This text contains non-public and confidential information regarding Google Play’s internal assessment of its strategic priorities and of app security. This information reflects sensitive, highly confidential characterizations by Google’s internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. The information also reflects non-public and confidential information about the share of Android devices with malware. Disclosure of this information could be used by Google’s competitors to inform their business strategies in a way that causes competitive harm to Google.

129. **Exhibit 10, Bates -968 (between “malware rates” and “could help sway”; and between “going to say that” and “Eugene Liderman”).** This text contains non-public and confidential information regarding Google Play’s internal assessment of its strategic priorities and of app security. This information reflects sensitive, highly confidential characterizations by Google’s internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. The information also reflects non-public and confidential information about the share of Android devices with malware. Disclosure of this information could be used by Google’s competitors to inform their business strategies in a way that causes competitive harm to Google.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 11**  
**[Dkt 609-12]**  
**(Exhibit A8)**

130. **Exhibit 11, Bates -897 (between “its objectives” and “Partnership sentiment”; between “program investment of” and “was”; between “was” and “less than what”; between “ASK 1” and “in additional investments”; between “new developers” and**

1 **“in xPA”; between “includes” and “in additional”**). This text contains confidential, non-  
2 public information regarding Google’s agreements with non-party developers, including  
3 financial calculations regarding the specific dollar amounts allocated to various aspects of those  
4 deals. Disclosure of this non-public information is likely to result in competitive harm to  
5 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
6 potential business partner unfair leverage in competing against or negotiating with Google.  
7 Moreover, Google’s competitors could use this non-party information to unfairly target  
8 Google's developer partners and offer specific deal terms designed to undercut those offered by  
9 Google.

10 131. **Exhibit 11, Bates -900 (between “developers drove” and “of Alphabet’s”;**  
11 **between “developers” and “over GVP 2019”; all numbers on the vertical axis of the bar**  
12 **chart; all numbers in all columns of the bar chart; between “Play” and “of annual**  
13 **revenue”**). This information reflects and is calculated from internal, non-public Google  
14 financial data. Google spends significant resources compiling and maintaining this valuable  
15 data, which is non-public, and if revealed to competitors and potential business counterparties,  
16 could be used to disadvantage and cause Google competitive harm by giving competitors  
17 insight into confidential Google financial information. Further, this information reflects  
18 sensitive, highly confidential characterizations by Google's internal business teams that, if  
19 revealed, could be referenced by potential counterparties in negotiations with Google to gain an  
20 unfair advantage against Google.

21 132. **Exhibit 11, Bates -901 (numbers before “devs signed”; between “devs signed”**  
22 **and “sentiment improved”; between “incentives were” and “enabling GCP”; numbers**  
23 **between “Play Users” and “target devs”; between “target devs” and “of Play spend”;**  
24 **between “GVP 2019” and “on Play (247”; between “Sentiment” and “asked about**  
25 **service”; between “pre signing” and “Developers”; between “GVP 2019” and “developers**  
26 **are in”; between “Value” and “in incremental GCP”; between “including” and “new**  
27 **accounts”; between “cohort growing” and “faster”; all percentage figures between “GCP**  
28

1 **overall” and “revenue uplift”; between “ve ROI” and “uplift in developer”; between**  
2 **“target list of” and “counts ABK”; between “separately by BC” and “new accounts”;**  
3 **between “accounts include” and “GVP 2021”; all text after “Ads ROI by”).** This text  
4 contains confidential, non-public information regarding Google’s agreements with non-party  
5 developers, including financial calculations regarding the specific dollar amounts allocated to  
6 various aspects of those deals and the revenue impact of those deals. Disclosure of this non-  
7 public information is likely to result in competitive harm to Google, as it reveals strategic  
8 decision-making which, for example, could give a competitor or potential business partner  
9 unfair leverage in competing against or negotiating with Google. Moreover, Google’s  
10 competitors could use this non-party information to unfairly target Google's developer partners  
11 and offer specific deal terms designed to undercut those offered by Google.

12 133. **Exhibit 11, Bates -902 (between “Invest” and “over two”; between “strategic**  
13 **priorities” and “no changes/renewals”; between “value creation” and “Prioritize using**  
14 **BAU”; between “BAU funds” and “Apply incentive”; between “RENEW selectively” and**  
15 **end of sentence; between “NO RENEWALS for devs” and end of sentence; all developer**  
16 **logos and names; numbers between “Only” and “GVP 2019 devs”; between “programs for**  
17 **strategic priorities, eg” and end of sentence; between “GVP 2019 deal term” and “Only”;**  
18 **between “Only” and “All other incentives”; between “All other incentives” and end of**  
19 **sentence; all text between the URL below the slide and the end of the page).** This text  
20 contains confidential, non-public information regarding Google’s agreements with non-party  
21 developers. Disclosure of this non-public information is likely to result in competitive harm to  
22 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
23 potential business partner unfair leverage in competing against or negotiating with Google.  
24 Moreover, Google’s competitors could use this non-party information to unfairly target  
25 Google's developer partners and offer specific deal terms designed to undercut those offered by  
26 Google.

1           134.   **Exhibit 11, Bates -903 (between “consume only” and “in net investment”;**  
2 **between “net investment vs.” and “expected”; all numbers in the table; between**  
3 **“Commits unlocked” and “incremental revenue”; between “signing resulting in” and**  
4 **“Play”; between “Play” and “but also”; between “achieved” and “than expected on**  
5 **marketing”; between “Figures include” and “in refreshed”; between “investments” and**  
6 **“net investment”; between “GVP partners was” and “for each of”; between “GVP 2019**  
7 **investments” and “we’d like”; between “developers beyond” and “being”; between**  
8 **“strategic priorities” and “GVP 2019”; between “originally include” and “This is a new”;**  
9 **between “Dev Sentiment” and “prod integration”; between “HC costs” and “program**  
10 **duration”; between “program duration” and “Deal start”; between “ends after” and**  
11 **“Cloud value”).** This text contains confidential, non-public information regarding Google’s  
12 agreements with non-party developers, including financial calculations regarding the specific  
13 dollar amounts allocated to various aspects of those deals and the revenue impact of those deals.  
14 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
15 reveals strategic decision-making which, for example, could give a competitor or potential  
16 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
17 Google’s competitors could use this non-party information to unfairly target Google's developer  
18 partners and offer specific deal terms designed to undercut those offered by Google.

19           135.   **Exhibit 11, Bates -905 (between “on Play has” and “since”; all numbers on**  
20 **the vertical axis of the bar chart; all numbers in the columns of the bar chart ; all**  
21 **numbers next to the arrows on the right of the bar chart; numbers in the key/legend of the**  
22 **bar chart between “Devs w/” and “in”; between “of GVP, we ask” and end of sentence).**

23 This text contains confidential, non-public information regarding Google’s agreements with  
24 non-party developers, as well as information calculated from Google’s confidential, highly  
25 sensitive financial data. Disclosure of this non-public information is likely to result in  
26 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
27 give a competitor or potential business partner unfair leverage in competing against or  
28

1 negotiating with Google. Moreover, Google's competitors could use this non-party information  
2 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
3 those offered by Google.

4 136. Exhibit 11, Bates -906 (between "partnership with" and "of Play's large";  
5 between "developers" and "of Play spend"; all developer names/logos, as well as  
6 percentage figures, in the four boxes on the right half of the slide; between "2019 as they  
7 lacked" and end of sentence; between "eligibility criteria" and "spend from"; between  
8 "spend from" and "spend on Play"; between "Play OR" and "spend on Play"; between  
9 "spend on Play" and "AND"; between "AND" and end of sentence). This text contains  
10 confidential, non-public information regarding Google's agreements with non-party developers,  
11 including Google's strategic considerations regarding its selection and targeting of developer  
12 partners. Disclosure of this non-public information is likely to result in competitive harm to  
13 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
14 potential business partner unfair leverage in competing against or negotiating with Google.  
15 Moreover, Google's competitors could use this non-party information to unfairly target  
16 Google's developer partners and offer specific deal terms designed to undercut those offered by  
17 Google.

18 137. Exhibit 11, Bates -907 (between "devs selected based on" and "Ads"; between  
19 "Ads - based on" and "Play"; between "Play offers" and "unlocked"; between "unlocked  
20 by" and "Marketing"; between "Play" and "Strategic Product"; between "Product  
21 commits" and "integration"; between "Game quality" and "to ensure"; between "scale  
22 products through" and "Automate"; between "manual efforts" and "Term"; between  
23 "Term" and "for all offers"; between "offers except" and "renewal based"; between  
24 "based on" and "Consults"; between "Drop" and "Add"; between "Add" and end of  
25 sentence; between "aspects such as" and "continue to"; between "mandate" and "in  
26 GVP"). This text contains confidential, non-public information regarding Google's agreements  
27 with non-party developers, including Google's strategic considerations regarding its selection  
28

1 and targeting of developer partners. Disclosure of this non-public information is likely to result  
2 in competitive harm to Google, as it reveals strategic decision-making which, for example,  
3 could give a competitor or potential business partner unfair leverage in competing against or  
4 negotiating with Google. Moreover, Google's competitors could use this non-party information  
5 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
6 those offered by Google.

7       138.   **Exhibit 11, Bates -908 (all dollar amounts in table; between "Cloud" and**  
8 **"down from"; between "down from" and "of Play"; between "UAC credits" and "down**  
9 **from"; between "down from" and "of Ad"; between "Play:" and "Marketing"; between**  
10 **"Marketing" and "in the base"; between "with performance for" and "Direct"; between**  
11 **"costs include" and "in GVP incentives"; between "Cloud" and "Ads"; between "Ads"**  
12 **and "Play marketing"; between "GPP" and "GVP incentives"; between "Play spend" and**  
13 **"down from"; between "down from" and "NOTE"; between "Dev Sentiment" and**  
14 **"strategic product"; between "HC costs" and "program duration"; between "mostly" and**  
15 **"No extension"; between "Base" and "GCP TAM"; between "GCP TAM" and**  
16 **"utilization"; between "utilization" and "Ad uplift"; between "Ad uplift" and "base";**  
17 **between "Low" and "GCP TAM"; between "GCP TAM" and "utilization"; between**  
18 **"utilization" and "Ad uplift"; between "Ad uplift" and "base"; between "High" and**  
19 **"GCP TAM"; between "GCP TAM" and "utilization"; between "utilization" and "Ad**  
20 **uplift"; between "Ad uplift" and "base").** This text contains confidential, non-public  
21 information regarding Google's agreements with non-party developers, including financial  
22 calculations regarding the specific dollar amounts allocated to various aspects of those deals and  
23 the margin impact of those deals. Disclosure of this non-public information is likely to result in  
24 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
25 give a competitor or potential business partner unfair leverage in competing against or  
26 negotiating with Google. Moreover, Google's competitors could use this non-party information  
27  
28

1 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
2 those offered by Google.

3 139. Exhibit 11, Bates -911 (between “within” and “range approved”; all  
4 developer names except “Riot” and “ABK” in the table; all numbers in the table; between  
5 “BC approved” and “value range”; between “Includes” and “who is currently  
6 negotiating”; between “a commit” and “underperformed on Play”). This text contains  
7 confidential, non-public information regarding Google’s agreements with non-party developers,  
8 including financial calculations regarding the specific dollar amounts allocated to various  
9 aspects of those deals and the margin impact of those deals. Disclosure of this non-public  
10 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
11 making which, for example, could give a competitor or potential business partner unfair  
12 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
13 could use this non-party information to unfairly target Google's developer partners and offer  
14 specific deal terms designed to undercut those offered by Google.

15 140. Exhibit 11, Bates -912 (all numbers in the table; between “Cloud” and “down  
16 from”; between “down from” and “of Play”; between “UAC credits” and “down from”;  
17 between “down from” and “of Ad”; between “Play:” and “Marketing”; between  
18 “Marketing” and “in the base”; between “with performance for” and “NOTE”; between  
19 “expected to” and “for each of”; between “transfers will be” and “but the overall”;  
20 between “still be” and “Regarding GVP”; between “credits were at” and “of Play spend”;  
21 between “spend except for” and “Ads credits”; between “were at” and “of ads spend”;  
22 between “except for” and “High case”; between “High case” and “contribution margin”;  
23 between “GCP opportunity” and “of TAM”; between “TAM) and” and “utilization”;  
24 between “Ads” and “revenue uplift”; between “Dev Sentiment” and “strategic product”;  
25 between “HC costs” and “program duration”; between “mostly” and “No extension”;  
26 between “Base” and “GCP TAM”; between “GCP TAM” and “utilization”; between  
27 “utilization” and “Ad uplift”; between “Ad uplift” and “base”; between “Low” and “GCP  
28



1 **TAM”; between “GCP TAM” and “utilization”; between “utilization” and “Ad uplift”;**  
2 **between “Ad uplift” and “base”; between “High” and “GCP TAM”; between “GCP**  
3 **TAM” and “utilization”; between “utilization” and “Ad uplift”; between “Ad uplift” and**  
4 **“stretch”).** This text contains confidential, non-public information regarding Google’s  
5 agreements with non-party developers, including financial calculations regarding the specific  
6 dollar amounts allocated to various aspects of those deals and the margin impact of those deals.  
7 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
8 reveals strategic decision-making which, for example, could give a competitor or potential  
9 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
10 Google’s competitors could use this non-party information to unfairly target Google's developer  
11 partners and offer specific deal terms designed to undercut those offered by Google.

12 141. **Exhibit 11, Bates -913 (between “Refreshes” and “Google Contribution”; all**  
13 **dollar amounts in table; between “Note: the” and “play revenue allocation”; between**  
14 **“margin outlook” and “for Play”; between “for Play” and “for Cloud”; between “for**  
15 **Cloud” and “for Ads”; between “for Ads” and “for YT”; between “Figures include” and**  
16 **“in refreshed”; between “Marketing” and “(Gross)”; between “(Gross)” and “(Net)”;**  
17 **between “esports” and “(Gross)”; between “Loyalty” and “devs”; between “devs” and**  
18 **“(Gross)”; between “(Gross)” and “(Net)”; between “Ads” and “devs”; between “devs”**  
19 **and “(Gross)”; between “(Gross)” and “(Net)”; between “expected to be” and “NOTE”;**  
20 **between “partners was” and “for each of”).** This text contains confidential, non-public  
21 information regarding Google’s agreements with non-party developers, including financial  
22 calculations regarding the specific dollar amounts allocated to various aspects of those deals and  
23 the margin impact of those deals. Disclosure of this non-public information is likely to result in  
24 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
25 give a competitor or potential business partner unfair leverage in competing against or  
26 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
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1 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
2 those offered by Google.

3 142. **Exhibit 11, Bates -915 (text in the box below the heading “GVP Commercial**  
4 **Tactics” between “Ads Spend (AIP)” and “NEW”; all text in the light blue box to the right**  
5 **of the heading “Growth Package”; between “to hitting” and “thresholds”; all text in the**  
6 **light blue box at the bottom of the slide, to the right of the heading “Consulting Package”).**

7 This text contains confidential, non-public information regarding Google’s agreements with  
8 non-party developers. Disclosure of this non-public information is likely to result in  
9 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
10 give a competitor or potential business partner unfair leverage in competing against or  
11 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
12 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
13 those offered by Google.

14 143. **Exhibit 11, Bates -917 (between “GCP Credits” and “of developer’s”;**  
15 **between “issued every” and “months”; between “key title moments via” and “Ads**  
16 **credits”; between “credits from” and “of developer spend”; between “spend to” and end**  
17 **of sentence; all text in the four bullet points next to the heading “Community**  
18 **Development”; between “Increased participation” and “from top partners”).** This text  
19 contains confidential, non-public information regarding Google’s agreements with non-party  
20 developers. Disclosure of this non-public information is likely to result in competitive harm to  
21 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
22 potential business partner unfair leverage in competing against or negotiating with Google.  
23 Moreover, Google’s competitors could use this non-party information to unfairly target  
24 Google's developer partners and offer specific deal terms designed to undercut those offered by  
25 Google.

26 144. **Exhibit 11, Bates -918 (all text in the four bullet points below the heading**  
27 **“Build & Test”; all text in the five bullet points below the heading “Launch & Grow”; text**  
28

below the heading “User Acquisition” between “Ads credits” and end of sentence; all text in the four bullet points below the heading “Community Development”; all text in the two bullet points below the heading “Prioritize Play Users”; between “strategic priorities” and “Maintain”). This text contains confidential, non-public information regarding Google’s agreements with non-party developers. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s developer partners and offer specific deal terms designed to undercut those offered by Google.

145. Exhibit 11, Bates -919 (text in column titled “GVP 2019” between “PC/Console Devs” and “Play Devs”; text in column titled “GVP 2019” between “Play Devs” and “Commercial.”; percentage figure in column titled “GVP 2019” between “Ads credits” and “of eligible”; text in column titled “GVP 2019” between “UAC spend” and “GCP credits”; percentage figure in column titled “GVP 2019” between “GCP credits” and “of Play Consumer”; text in column titled “GVP 2019” between “Consumer Spend” and “Comarketing”; text in column titled “GVP 2019” between “Comarketing” and “YouTube Presence”; text in column titled “GVP 2019” between “Grants” and “esports”; text in column titled “GVP 2019” between “sponsorships” and “Consultative”; text in column titled “GVP 2019” between “Consultative” and “of respective Play”; text in column titled “GVP 2019” between “Consumer spend” and “for GCP credits”; text in column titled “GVP 2019” between “for GCP credits” and “for all else”; text in column titled “GVP 2019” between “for all else” and “to extend”; text in column titled “GVP 2019” between “to extend” and “for select devs”; text in column titled “GVP 2019” between “for select devs” and bottom of column; text in column titled “GVP 2021” between “PC/Console Devs” and “Play Devs”; text in column titled “GVP 2021” between “Play Devs” and “Commercial.” text in column titled “GVP 2021” between “Ads credits”

1 and “of UAC spend”; text in column titled “GVP 2021” between “UAC spend” and “GCP  
2 credits”; percentage figure in column titled “GVP 2021” between “GCP credits” and “of  
3 Play Spend”; percentage figure in column titled “GVP 2021” between “Play Spend” and  
4 “retirable against”; text in column titled “GVP 2021” between “Comarketing” and  
5 “YouTube Presence”; text in column titled “GVP 2021” between “Grants” and “esports”;  
6 text in column titled “GVP 2021” between “sponsorships” and “Consultative”; text in  
7 column titled “GVP 2021” between “Consultative” and “Public support for”; text in  
8 column titled “GVP 2021” between “Public support for Play Partnership” and “of  
9 respective Play”; text in column titled “GVP 2021” between “spend (except” and “for all  
10 incentives”; text in column titled “GVP 2021” between “incentives except” and  
11 “renewed”; text in column titled “GVP 2021” between “ROI eval” and end of column).

12 This text contains confidential, non-public information regarding Google’s agreements with  
13 non-party developers, including financial calculations of specific dollar amounts associated with  
14 particular aspects of those deals. Disclosure of this non-public information is likely to result in  
15 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
16 give a competitor or potential business partner unfair leverage in competing against or  
17 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
18 to unfairly target Google’s developer partners and offer specific deal terms designed to undercut  
19 those offered by Google.

20 146. Exhibit 11, Bates -920 (between “Appendix J” and “target”); between  
21 “representing” and “of Play spend”; between “users via” and “on Play”; all numbers in  
22 the bar chart titled “2020 Play A&G Spend”; percentage figure before “of titles”; between  
23 “of titles” and “247”; all developer names and logos, except Riot Games, Activision  
24 Blizzard and Supercell; developer name before “is signing up to”). This text contains  
25 confidential, non-public information regarding Google’s agreements with non-party developers,  
26 including financial calculations of consumer spend generated by those developers. Disclosure  
27 of this non-public information is likely to result in competitive harm to Google, as it reveals  
28

1 strategic decision-making which, for example, could give a competitor or potential business  
2 partner unfair leverage in competing against or negotiating with Google. Moreover, Google's  
3 competitors could use this non-party information to unfairly target Google's developer partners  
4 and offer specific deal terms designed to undercut those offered by Google.

5 147. **Exhibit 11, Bates -921 (all developer logos and names, except for Riot Games,**  
6 **Activision Blizzard, and Supercell).** This text contains confidential, non-public information  
7 regarding Google's agreements with non-party developers, including the identities of specific  
8 developers with whom Google entered agreements. Disclosure of this non-public information is  
9 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
10 example, could give a competitor or potential business partner unfair leverage in competing  
11 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
12 information to unfairly target Google's developer partners and offer specific deal terms designed  
13 to undercut those offered by Google.

14 148. **Exhibit 11, Bates -922 (entire table, except for the names "Riot Games, Inc."**  
15 **and "ABK").** This text contains confidential, non-public information regarding Google's  
16 agreements with non-party developers, including financial calculations pertaining to those  
17 agreements. Disclosure of this non-public information is likely to result in competitive harm to  
18 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
19 potential business partner unfair leverage in competing against or negotiating with Google.  
20 Moreover, Google's competitors could use this non-party information to unfairly target  
21 Google's developer partners and offer specific deal terms designed to undercut those offered by  
22 Google.

23 149. **Exhibit 11, Bates -923 (all percentage figures in the table titled "BC Success**  
24 **Metrics"; all dollar amounts and percentage figures in the table titled "Other Metrics";**  
25 **text between "ABK" and "Titles"; between "COD" and "Titles"; between "Titles: 3" and**  
26 **"Titles:"; between "Not closed" and "TOTAL"; between "TOTAL" and "Incremental";**  
27 **between "Incremental" and "Cloud KPI"; between "total" and "HUG BC"; between**  
28

1 **“total” and “and HUG new”; between “total” and “Win-rate acceleration”; between**  
 2 **“conversion was” and “w/o HUG”; between “HUG and” and “with HUG”; between “with**  
 3 **HUG” and “=”; between “=” and “Already signed”; between “Already signed” and “out**  
 4 **of”; between “out of” and “developers so”; between “developers so” and “conversion”;**  
 5 **between “conservatively at” and “through program”; between “duration” and “=”;**  
 6 **between “=” and “Marquee titles”).** This text contains confidential, non-public information  
 7 regarding Google’s agreements with non-party developers, including financial calculations of  
 8 specific dollar amounts allocated to or generated from particular aspects of those agreements.  
 9 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
 10 reveals strategic decision-making which, for example, could give a competitor or potential  
 11 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
 12 Google’s competitors could use this non-party information to unfairly target Google's developer  
 13 partners and offer specific deal terms designed to undercut those offered by Google.

14 150. **Exhibit 11, Bates -924 (text in slide title after “Appendix O.”; between**  
 15 **“discussion on x-platform gaming” and end of sentence; between “GVP & launched” and**  
 16 **“titles”; between “dev sentiment” and “enabled Play”; between “launch for” and**  
 17 **“Play’s”; text before “up-leveled Play”; between “up-leveled Play -” and “partnership”;**  
 18 **between “Strengthened” and “partnership”; between “EAPs” and “first in KR”; between**  
 19 **“adopt” and “successful pilot”; between “cadence w/” and “leadership”; between “results**  
 20 **from” and “in”; between “in” and “Spend till”; between “date” and “from”; between**  
 21 **“from” and “Created incremental”; between “users” and “titles launched”).** This text  
 22 contains confidential, non-public information regarding Google’s agreements with non-party  
 23 developers, including financial calculations of specific dollar amounts related to particular  
 24 aspects of those agreements. Disclosure of this non-public information is likely to result in  
 25 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
 26 give a competitor or potential business partner unfair leverage in competing against or  
 27 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
 28

1 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
2 those offered by Google.

3       **151. Exhibit 11, Bates -925 (all developer names and percentage figures in table;**  
4 **text between “GVP with” and “due to”; text before “titled are published”; between “3rd**  
5 **party developers” and “for”; between “for” and “due to which”; between “invest behind”**  
6 **and “high”).** This text contains confidential, non-public information regarding non-party  
7 developers, and implicates the non-party’s confidentiality interests, by revealing the identity of  
8 Google business partners who are not party to this litigation, and who have a reasonable  
9 expectation that Google will maintain the confidentiality of contractual terms and its own  
10 confidential statements made during negotiations. Further, disclosure of this non-public  
11 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
12 making, which, for example, could give a competitor or potential business partner unfair  
13 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
14 could use this non-party information to unfairly target Google’s developer partners.

15       **152. Exhibit 11, Bates -926 (percentage figure between “Actual” and**  
16 **“Incrementality”; percentage figure below “Low SVA Adoption”; number before**  
17 **“developers receiving UAC”; between “Hug with” and “in credits”; between “budget of”**  
18 **and “of total GVP”; between “uplift of” and “increase in”; between “an average” and**  
19 **“across most”; between “credits delivered” and “with the implied”; between “uplift**  
20 **being” and “the original BC”; between “but overall” and “driven by”; between “Adopt”**  
21 **and “model”; between “release structure” and “2021: Build new”; between “equivalent**  
22 **to” and “of released”; between “assumption =” and “uplift”; between “uplift” and “of”;**  
23 **between “of” and “vs actual”; between “uplift of” and “Latest”).** This text contains  
24 confidential, non-public information regarding Google’s agreements with non-party developers,  
25 including specific calculations of the financial impacts of those agreements. Disclosure of this  
26 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
27 decision-making which, for example, could give a competitor or potential business partner  
28



1 unfair leverage in competing against or negotiating with Google. Moreover, Google's  
2 competitors could use this non-party information to unfairly target Google's developer partners  
3 and offer specific deal terms designed to undercut those offered by Google.

4 153. Exhibit 11, Bates -927 (between "Ads ROI is" and "while overall"; between  
5 "ROI remains" and "Through incrementality"; between "BC expectations" and "Ads  
6 ROI"; between "Only" and "of Ad credits"; between "leaving" and "on the table";  
7 between "negotiation duration" and "leaving devs"; between "leaving devs" and "to  
8 fulfil"; between "slated to end" and "High credit caps"; between "low ad spenders" and  
9 "resulting in"; between "resulting in" and "redemption"; between "redemption" and "of  
10 credits"; between "redeemed by" and "rest of partners"; between "range from" and  
11 "redemption"; between "back from" and "to"; between "to" and "Limit customers";  
12 between "GVP" and "secure budget"; between "Standard" and "deal mechanism"). This  
13 text contains confidential, non-public information regarding Google's agreements with non-  
14 party developers, including specific calculations of the financial impacts of those agreements.  
15 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
16 reveals strategic decision-making which, for example, could give a competitor or potential  
17 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
18 Google's competitors could use this non-party information to unfairly target Google's developer  
19 partners and offer specific deal terms designed to undercut those offered by Google.

20 154. Exhibit 11, Bates -928 (between "Developer" and "ad credit deals"; between  
21 "completed" and "earned to"; between "earned to through" and "to ABK"; entire table;  
22 footnote following asterisk below table). This text contains confidential, non-public  
23 information regarding Google's agreements with non-party developers, including specific  
24 calculations of the financial impacts of those agreements. Disclosure of this non-public  
25 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
26 making which, for example, could give a competitor or potential business partner unfair  
27 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
28

1 could use this non-party information to unfairly target Google's developer partners and offer  
2 specific deal terms designed to undercut those offered by Google.

3 155. Exhibit 11, Bates -929 (between “partner engagement” and “Strong desire  
4 to”; between “to avoid” and “given intensive”; between “in case of” and “ads finance”;  
5 between “approvals required” and “Ads committing”; between “committing to” and “to  
6 start”; between “securing budget for” and “at BC”; between “Evaluation of” and “to  
7 require”; between “Should ads continue” and “commitment”; between “APAC concerns”  
8 and “Ads to support”; between “to support” and “with BC approval”; between “email  
9 for” and “Please let us”). This text contains confidential, non-public information regarding  
10 Google’s agreements with non-party developers, including alternative deal terms contemplated  
11 and/or offered by Google. Disclosure of this non-public information is likely to result in  
12 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
13 give a competitor or potential business partner unfair leverage in competing against or  
14 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
15 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
16 those offered by Google.

17 156. Exhibit 11, Bates -930 (dollar amount between “Actual” and “Incremental”;  
18 percentage figures between “ARR acceleration” and “(by”;  
19 “Key Highlights” and “developers receiving”; between “deals with” and “of the”;  
20 “of the” and “developers collectively”; all text below slide listing developers, dollar amounts and start  
21 dates). This text contains confidential, non-public information regarding Google’s agreements  
22 with non-party developers, including financial calculations of the dollar amounts associated  
23 with particular aspects of those agreements. Disclosure of this non-public information is likely  
24 to result in competitive harm to Google, as it reveals strategic decision-making which, for  
25 example, could give a competitor or potential business partner unfair leverage in competing  
26 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
27  
28

1 information to unfairly target Google's developer partners and offer specific deal terms designed  
2 to undercut those offered by Google.

3 157. Exhibit 11, Bates -931 (between “Developer Status” and “contracts signed”;  
4 names of all developers listed below the heading “H1'20 Signers”; names of all developers,  
5 except Riot Games and Activision Blizzard, listed below the heading “H2'20 Signers”; text  
6 between “for GCP credits” and “titles developers”). This text contains confidential, non-  
7 public information regarding Google’s agreements with non-party developers. Disclosure of  
8 this non-public information is likely to result in competitive harm to Google, as it reveals  
9 strategic decision-making which, for example, could give a competitor or potential business  
10 partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s  
11 competitors could use this non-party information to unfairly target Google's developer partners  
12 and offer specific deal terms designed to undercut those offered by Google.

13 158. Exhibit 11, Bates -932 (between “commit with ABK” and “Riot”; between  
14 “+\$20M incremental” and “Negotiating”; between “Negotiating” and “TOTAL”; between  
15 “TOTAL” and “Incremental”; number after the word “Incremental:”). This text contains  
16 confidential, non-public information regarding Google’s agreements with non-party developers,  
17 including financial calculations of the dollar amounts associated with particular aspects of those  
18 agreements. Disclosure of this non-public information is likely to result in competitive harm to  
19 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
20 potential business partner unfair leverage in competing against or negotiating with Google.  
21 Moreover, Google’s competitors could use this non-party information to unfairly target  
22 Google's developer partners and offer specific deal terms designed to undercut those offered by  
23 Google.

24 159. Exhibit 11, Bates -933 (text in leftmost green box between “Signed” and  
25 “incremental GCP”; between “commits” and “customers”; between “Play investing” and  
26 “in credits”; between “in credits” and “Y1 consumption”; between “(\$230M) and” and  
27 “are 2 of Cloud’s”; between “Cloud’s largest deals” and “increased commit”; between  
28

1 “year” and “negotiating early”; between “accelerated” and “4 qtrs.”; between  
2 “Forecasting” and “incremental Cloud”; between “post-deferrals over 4 years” and  
3 “target customers”; between “revenue deferrals” and end of sentence; between “Only”  
4 and “of customers signed commits”; between “pushing remaining to” and end of sentence;  
5 between “contributed” and “of region’s GCP”; between “Largest customers” and “in  
6 NorthAm”; between “account for” and “of HUG 1.0”; between “APAC/JP” and “of  
7 customers in”; between “in EMEA” and “spent”; between “spent” and “revenue”;  
8 between “unblocked commit deals in H2'2020” and end of sentence). This text contains  
9 confidential, non-public information regarding Google’s agreements with non-party developers,  
10 including financial calculations of the dollar amounts associated with particular aspects of those  
11 agreements. Disclosure of this non-public information is likely to result in competitive harm to  
12 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
13 potential business partner unfair leverage in competing against or negotiating with Google.  
14 Moreover, Google’s competitors could use this non-party information to unfairly target  
15 Google's developer partners and offer specific deal terms designed to undercut those offered by  
16 Google.

17 160. Exhibit 11, Bates -934 (between “expands customers by” and “and  
18 expected”; between “to drive” and “incr. revenue”; between “Highlights” and “customers  
19 in-scope”; between “customers included” and “are 2 of”; between “largest projected  
20 deals” and “have strong potential”; between “strong potential” and “of the customers”;  
21 between “EMEA customers” and end of sentence; entire bar chart titled “HUG 2.0  
22 Projected Rev. Uplift”; footnote no. 1 before “ongoing legal concerns”). This text contains  
23 confidential, non-public information regarding Google’s agreements with non-party developers,  
24 including specific calculations of the financial impact associated with particular aspects of those  
25 agreements. Disclosure of this non-public information is likely to result in competitive harm to  
26 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
27 potential business partner unfair leverage in competing against or negotiating with Google.  
28

1 Moreover, Google's competitors could use this non-party information to unfairly target  
2 Google's developer partners and offer specific deal terms designed to undercut those offered by  
3 Google.

4 161. **Exhibit 11, Bates -935 (all percentage figures in column titled "Projected";**  
5 **all percentage figures in column titled "Actual").** This information reflects and is calculated  
6 from internal, non-public Google financial data. Google spends significant resources compiling  
7 and maintaining this valuable data, which is non-public, and if revealed to competitors and  
8 potential business counterparties, could be used to disadvantage and cause Google competitive  
9 harm by giving competitors insight into confidential Google financial information. Further, this  
10 information reflects sensitive, highly confidential characterizations by Google's internal  
11 business teams that, if revealed, could be referenced by potential counterparties in negotiations  
12 with Google to gain an unfair advantage against Google.

13 162. **Exhibit 11, Bates -936 (entire table, except for the names of "Activision**  
14 **Publishing, Inc.," "Riot Games, Inc.," "Blizzard Entertainment, Inc.," and "King").** This  
15 text contains confidential, non-public information regarding Google's agreements with non-  
16 party developers, including specific calculations of the financial impact associated with  
17 particular aspects of those agreements. Disclosure of this non-public information is likely to  
18 result in competitive harm to Google, as it reveals strategic decision-making which, for  
19 example, could give a competitor or potential business partner unfair leverage in competing  
20 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
21 information to unfairly target Google's developer partners and offer specific deal terms designed  
22 to undercut those offered by Google.

23 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 12 [Dkt**  
24 **609-13]**  
**(Exhibit A9)**

25 163. **Exhibit 12, Bates -102 (between "expanded from" and "We believe Deals 1";**  
26 **between "did two things" and "This reduces"; between "average) from" and "saving";**  
27 **between "saving" and "We also"; between "We also" and "saving"; between "saving" and**  
28

1 “Then, we provided”; between “Samsung by giving” and “given the”; between “for  
2 Samsung to” and “The Chrome and S Browser”; between “impact payments by” and “and  
3 we”; between “collectively save” and “from Deal 1”; between “Samsung RSA deal” and  
4 “through Deal 1”; between “along with” and “On a device-by-device”; between “election”  
5 and “Samsung can also”; between “Samsung can also” and “ex-Europe”; between “In  
6 Europe” and “we also get”; between “we also get” and “to promote Google services”;  
7 between “deal amounts to” and “devices over”; between “over 4 years, and” and “This”;  
8 between “This” and “on the install base”; between “install base represents” and “over”;  
9 between “over” and “Note: Some carriers”; between “In addition to the” and “we also  
10 provide”; between “we also provide” and “The”; between “The” and “is projected to be”;  
11 between “is projected to be” and “and -1 share”; between “share to” and “over”; between  
12 “over” and “with potential high variability”; between “we also added” and “bonus”;  
13 between “originally” and “and located in Deal 3”; between “we are still” and “the prior as-  
14 is deal”; between “allows Samsung to” and “Samsung will earn”; between “Samsung will  
15 earn” and “to be added”; between “for every” and “additionally up to”; between  
16 “additionally up to” and “The current switcher”; between “rate is at” and “but Samsung”;  
17 between “but Samsung can” and “Example”; between “Example: if they” and “the per  
18 device”; between “device incentives” and “for the two”; between “we will fund” and “to  
19 this GTM”; between “GTM Fund over” and “We have also”; between “for Google to” and  
20 “An incremental”; between “An incremental” and “has also been”; between “to support”  
21 and “for their watches”; between “not to pursue” and “Play Store”; between “This saves  
22 us” and “over”; between “over” and “We also did”; between “did not get” and “as had  
23 originally”; between “The” and “to Samsung was also removed”; between “Within Deal 3”  
24 and “which will”; between “of countries were” and end of page). This text contains  
25 confidential, non-public information regarding Google’s agreements with non-party developers,  
26 including financial calculations of the specific dollar amounts associated with particular aspects  
27 of those deals. Disclosure of this non-public information is likely to result in competitive harm to  
28

Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

164. Exhibit 12, Bates -103 (between "(all)" and "As noted above"; between "also migrated the" and "from Deal 3"; between "motivate closure" and "(Please note"; between "Deal 2 was" and "Combining deals"; between "the range is" and "the projected prior"; between "projected prior deal" and "to"; between "to" and "in the case that"; between "Updated deal size" and "(includes"; between "guidance of" and "and within"; between "margin guidance of" and "Key structural"; between "Browsers" and "and Search"; between "which includes" and "and Deal 3"; between "was strictly" and end of sentence; between "Timing" and "for Deals 1 and 3"; between "Deals 1 and 3" and "for Deal 2"; between "the prior deal was" and "was extended"; between "Samsung Browser" and "Enhanced Search"; between "Enhanced tier" and "Assistant"; between "Assistant" and "increased promotion"; between "for enhanced devices" and "Chrome"; between "Chrome" and "SUW screens"; between "SUW screens" and "both numbers in gross"; between "across" and "DEAL 2"; between "Cloud interoperability" and end of page). This text contains confidential, non-public information regarding Google's agreements with non-party developers, including financial calculations of the specific dollar amounts associated with particular aspects of those deals. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

165. Exhibit 12, Bates -104 (between "devices" and "-1"; between "-1" and "Google will be"; between "Google will be" and "and user will"; between "able to" and "+1



1 action away”; between “triggered by” and “Note: we provide”; between “an additional”  
2 and “of payment”; between “three items” and “Deal 3”; between “Public commitment for”  
3 and “and”; between “and” and “for devices”; between “for devices” and “Note:”; between  
4 “trickle down to” and “at a cadence”; between “Samsung to implement” and “for a total”;  
5 between “for a total of” and end of sentence; between “and have voice” and “strategy for”;  
6 between “strategy for” and “to increase share”; between “GTM support for” and “and  
7 also”; between “product asks” and “What did”; between “from the prior agreement” and  
8 “Project economics”; between “re-signed ‘as is’ for” and “New deal”; between “New deal  
9 =” and “than projected”; between “D3=” and “Install base payments”; between “Install  
10 base payments” and “except”; between “New device payments” and “New service  
11 payments”; between “Messages” and “Projected deal margins”; between “deal margins of”  
12 and “over”; between “over” and “incremental revenue”; between “approved guidance of”  
13 and “GTM Fund”; between “from deal 3” and “includes”; between “includes” and “D2  
14 signing bonus”; between “bonus and” and “for Wear”; between “deal margin” and “within  
15 BC approved”; between “approved guidance of” and end of page). This text contains  
16 confidential, non-public information regarding Google’s agreements with non-party developers,  
17 including financial calculations of the specific dollar amounts associated with particular aspects  
18 of those deals. Disclosure of this non-public information is likely to result in competitive harm to  
19 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
20 potential business partner unfair leverage in competing against or negotiating with Google.  
21 Moreover, Google’s competitors could use this non-party information to unfairly target Google's  
22 developer partners and offer specific deal terms designed to undercut those offered by Google.

23 166. Exhibit 12, Bates -105 (between “HC costs” and “which includes”; between  
24 “includes up to” and “Relative to prior”; between “Samsung are potentially” and “for the  
25 prior”; between “Updated deal size of” and “is within”; between “BC-approved guidance  
26 of” and “and within”; between “margin guidance of” and “for D1”; between “and” and  
27 “for D3”; between “Install base” and “of gross”; between “of gross” and “New devices”;  
28

1 between “New devices”; and “weighted average”; between “savings comes from” and “of  
2 revenue”; between “of which” and “comes from GSA”; between “a net effective” and  
3 “Giving opportunity”; between “telecom operator IDs” and “Deviations”; between “Did  
4 not get” and “Other items”; between “notifications to be handled” and “Samsung”;  
5 between “Did not get” and “Adjustments to payments”; between “payment to Samsung”  
6 and “Play revenue share”; between “Play revenue share” and “in Play revenue share”;  
7 between “in Play revenue share” and “Monthly payments”; between “Removed” and “in  
8 payments removed”; between “in payments removed” and “Signing bonus”; between  
9 “Signing bonus” and “to close D2”; between “to close D2” and “for D3”; between “for D3”  
10 and “Business Messaging”; between “revenue share from” and “TBD”; between “TBD  
11 and” and “Funding for D3”; between “D3 GTM Fund” and “to GTM fund”; between  
12 “fund via” and “assumption”; between “assumption, while” and “Reinvestment”; between  
13 “Went” and “for install base”; between “add-in to reinvest” and “Discover”; between  
14 “Paying” and “Discover Play”; between “Play ads” and “which we”; between “TBD and”  
15 and “e.g. carrier-ranged”; between “distributed) projected impact” and end of page.) This  
16 text contains confidential, non-public information regarding Google’s agreements with non-party  
17 developers, including financial calculations of the specific dollar amounts associated with  
18 particular aspects of those deals. Disclosure of this non-public information is likely to result in  
19 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
20 give a competitor or potential business partner unfair leverage in competing against or  
21 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
22 to unfairly target Google’s developer partners and offer specific deal terms designed to undercut  
23 those offered by Google.

24 **Plaintiffs’ Proposed Remedy Re Google’s Destruction of Chat Evidence – Exhibit 13**  
25 **[Dkt 609-14]**  
**(Exhibit A10)**

26 167. **Exhibit 13, Bates -173 (between “chatted with t” and “about the doc”).** This  
27 text contains the identities of current or former Google employees. Disclosure of these names  
28

1 and email addresses is of limited value to the public—as their identities are not relevant to the  
2 disposition of this case. The public is still able to view the substantive portions of the document,  
3 while individuals’ reputations and identities are protected. Thus, even with narrow redactions of  
4 these individuals’ names, the public can readily understand the import of Exhibit 13 and its  
5 interest in disclosure of Exhibit 13 in its entirety is limited and outweighed by the compelling  
6 reasons for sealing.

7       **168. Exhibit 13, Bates -174 (between “Schumacher, 2021-01-08 09: 57: 07 t” and**  
8 **“didn&#39;t”).** This text contains the identities of current or former Google employees.  
9 Disclosure of these names and email addresses is of limited value to the public—as their  
10 identities are not relevant to the disposition of this case. The public is still able to view the  
11 substantive portions of the document, while individuals’ reputations and identities are protected.  
12 Thus, even with narrow redactions of these individuals’ names, the public can readily understand  
13 the import of Exhibit 13 and its interest in disclosure of Exhibit 13 in its entirety is limited and  
14 outweighed by the compelling reasons for sealing.

15       **Plaintiffs’ Proposed Remedy Re Google’s Destruction of Chat Evidence – Exhibit 14**  
16       **[Dkt 609-15]**  
17       **(Exhibit A11)**

18       **169. Exhibit 14 (Names of chat participants, except for first initials).** This text  
19 contains the identities of current Google employees. Disclosure of these names and email  
20 addresses is of limited value to the public—as their identities are not relevant to the disposition  
21 of this case. The public is still able to view the substantive portions of the document, while  
22 individuals’ reputations and identities are protected. Thus, even with narrow redactions of non-  
23 party individuals’ names, the public can readily understand the import of Ex. 14 and its interest  
24 in disclosure of Ex. 14 in its entirety is limited and outweighed by the compelling reasons for  
25 sealing.

26       **170. Exhibit 14, Bates -332 (between “Play originally wanted” and “but then**  
27 **settled”; between “the teams agreed on” and end of sentence; between “really burdensome**  
28 **to” and end of sentence; between “mad at” and “and 2) also mad”; between “Google Ads**

1 **can” and end of sentence).** This information reveals Google’s confidential, non-public strategic  
2 considerations. This information has never been disclosed publicly and the Google Play product  
3 team treats it as strictly confidential. If publicly revealed, this information could influence the  
4 competitive decision-making and business strategies employed by Google’s app store  
5 competitors, for example by influencing how those app stores market themselves to U.S.  
6 developers and how they distinguish themselves from Google Play in the eyes of U.S.  
7 developers.

8 **Plaintiffs’ Proposed Remedy Re Google’s Destruction of Chat Evidence – Exhibit 15 [Dkt**  
9 **609-16]**  
10 **(Exhibit A12)**

11 171. **Exhibit 15, Page -690.R (between “GVP 1.0 Impact Assessment” and “GVP**  
12 **1.0 x-Google Financial Assessment”).** This text contains non-public information regarding  
13 Google’s confidential non-public internal strategic considerations related to creating value for  
14 and attracting developers to the Google Play Store. This information has never been disclosed  
15 publicly. Disclosure of this information would adversely impact Google’s current competitive  
16 position by enabling Google’s competitors to mimic its confidential strategies in an effort to  
17 attract developers away from Google.

18 172. **Exhibit 15, Page -694.R (text in row under “GVP 1.0 Target Developers:”**  
19 **and to the left of “Drive disproportionate value to Google”; text in row to the left of**  
20 **“Beacons of the ecosystem”; text in row to the left of “Expressed discontent over lack of**  
21 **unified support from Google”; text in row to the left of “May forgo Play (& Android)” and**  
22 **above “Full Partner List”; between “GVP targeted” and “major game”; between “e.g.”**  
23 **and “of total Play”).** This text contains non-public information regarding Google’s confidential  
24 non-public internal strategic considerations related to creating value for and attracting developers  
25 to the Google Play Store, including the identity of specific, strategic non-party developers.  
26 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
27 reveals strategic decision-making which, for example, could give a competitor or potential  
28 business partner unfair leverage in competing against or negotiating with Google. Moreover,

Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

173. **Exhibit 15, Page -695.R (between "Non Goals: Play exclusivity, drive additional xPA integrations (eg:" and "xPA spend commitments").** This text contains non-public information regarding Google's confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store, including discussion of potential deal terms. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google's current competitive position by enabling Google's competitors to mimic its confidential strategies in an effort to attract developers away from Google.

174. **Exhibit 15, Page -697.R (Under leftmost column "1) Prioritize Play", entire first bullet, second bullet between "of titles" and "on Play", entire third bullet and entire fourth bullet; under middle column "2) Boost X-PA Product Adoption", both highlighted dollar terms in second bullet and highlighted dollar term in third bullet; and in rightmost column "3) Improve Sentiment", between "to date" and "devs").** This text reflects Google's non-public, competitively sensitive and current internal information, including information as to its commercial dealings, negotiations, financial terms, and strategy with respect to counterparties, including the identities of certain of those counterparties. Public disclosure could cause harm to Google's competitive standing by giving competitors and others insights into Google's business strategies.

175. **Exhibit 15, Page -698.R (between "GOAL 1: Prioritize Play Users" and "target) devs representing"; between "target) devs representing" and "of total Play spend signed GVP," column below "2019 Play A&G Spend"; entire contents of column below "100% of titles shipped (184 titles)" and "Holding Out"; in box beneath "Holding Out"; from beginning of footer and "signing up to GVP obligations").** This text reflects Google's non-public, competitively sensitive and current internal information, including information as to its commercial dealings, negotiations, financial terms, and strategy with respect to

1 counterparties, including the identities of certain of those counterparties. Public disclosure could  
2 cause harm to Google's competitive standing by giving competitors and others insights into  
3 Google's business strategies.

4       176. **Exhibit 15, Page -699.R, BC Success Metrics column (between “ARR**  
5 **acceleration” and “2024”); between “2024” and (by 2024)”;** between “Win-Rate  
6 **acceleration” and end of row; between “N/A” and end of row; between “UAC yoy growth**  
7 **rate acceleration” and end of row; between “SVA/Best Practice adoption” and end of row;**  
8 **between “Mobile game watchtime, as % of total gaming watchtime” and “(by 2022)”;**  
9 **between (by 2022)” and “(2020)”;** between “N/A” and end of row; between “upload uplift  
10 **N/A” and end of row).** This information reflects specific, confidential details and terms about  
11 specific programs offered by Google as well as the specific deal terms and values offered to  
12 particular partners. This information is confidential and could give other developers an  
13 advantage over Google in negotiations. Disclosure of this information could harm Google's  
14 relationship with its partners and any ongoing negotiations or dealings with them. The  
15 information also implicates non-party confidentiality interests, by revealing the identities of  
16 Google's business partners, who are not party to this litigation, and who have a reasonable  
17 expectation that Google will maintain the confidentiality of contractual terms. Public disclosure  
18 of these specific programs and deal terms could give Google's competitors and developer  
19 partners an unfair advantage over Google in negotiations. Moreover, the text reveals Google's  
20 internal strategic financial considerations underlying these non-public deals and deal terms.  
21 Public disclosure of this information is likely to result in competitive harm to Google.

22       177. **Exhibit 15, Page -699.R, Other Metrics column (between “Spend Commits”**  
23 **and end of row; between “Share of Wallet” and end of row; between “ROI” and end of**  
24 **row).** This information reflects specific, confidential details and terms about specific programs  
25 offered by Google as well as the specific deal terms and values offered to particular partners.  
26 This information is confidential and could give other developers an advantage over Google in  
27 negotiations. Disclosure of this information could harm Google's relationship with its partners  
28

1 and any ongoing negotiations or dealings with them. The information also implicates non-party  
2 confidentiality interests, by revealing the identities of Google's business partners, who are not  
3 party to this litigation, and who have a reasonable expectation that Google will maintain the  
4 confidentiality of contractual terms. Public disclosure of these specific programs and deal terms  
5 could give Google's competitors and developer partners an unfair advantage over Google in  
6 negotiations. Moreover, the text reveals Google's internal strategic financial considerations  
7 underlying these non-public deals and deal terms. Public disclosure of this information is likely  
8 to result in competitive harm to Google.

9       178. **Exhibit 15, Page -699.R, (between “Cloud Deals” and end of paragraph;**  
10 **between “TOTAL” and “Incremental”; between “Incremental: and “M”; between “BC 5-**  
11 **year total:” and “HUG BC 5-year total:” and “and HUG new projected”; between “5-year**  
12 **total:” and “Win-rate acceleration:”; between “BC conversion was” and “w/o HUG and”;**  
13 **between “w/o HUG and” and “with HUG” and “=”; between “=” and end of sentence;**  
14 **between 12 out of 18 developers so” and “conversion.”; between “Estimating conservatively**  
15 **at” and “through program duration.”; between “through program duration.” and end of**  
16 **line; between ”9 titles include” and “migrating from”; from “migrating from” and “-**  
17 **Expected to 13x spending”).** This information reflects specific, confidential details and terms  
18 about specific programs offered by Google as well as the specific deal terms and values offered  
19 to particular partners. This information is confidential and could give other developers an  
20 advantage over Google in negotiations. Disclosure of this information could harm Google's  
21 relationship with its partners and any ongoing negotiations or dealings with them. The  
22 information also implicates non-party confidentiality interests, by revealing the identities of  
23 Google's business partners, who are not party to this litigation, and who have a reasonable  
24 expectation that Google will maintain the confidentiality of contractual terms. Public disclosure  
25 of these specific programs and deal terms could give Google's competitors and developer  
26 partners an unfair advantage over Google in negotiations. Moreover, the text reveals Google's  
27  
28



1 internal strategic financial considerations underlying these non-public deals and deal terms.

2 Public disclosure of this information is likely to result in competitive harm to Google.

3       179. **Exhibit 15, Page -700.R, (between beginning of first line and “- new**  
4 **customer”;** **between beginning of second line “and new title”;** **between beginning of third**  
5 **line and “-Expected to 40x spending).** This text contains confidential, non-public information  
6 regarding non-party developers, and implicates non-parties' confidentiality interests, by revealing  
7 the identities of Google's business partners, who are not parties to this litigation, and who have a  
8 reasonable expectation that Google will maintain the confidentiality of contractual terms.  
9 Further, disclosure of this non-public information is likely to result in competitive harm to  
10 Google as, for example, Google's competitors could use this non-party information to unfairly  
11 target Google's developer partners and offer deal terms specifically designed to undercut those  
12 offered by Google.

13       180. **Exhibit 15, Page -701.R (entire table below “Signed up to GVP”; entire table**  
14 **below “Holding Out”).** This text contains confidential, non-public information regarding non-  
15 party developers, and implicates non-parties' confidentiality interests, by revealing the identities  
16 of Google's business partners, who are not parties to this litigation, and who have a reasonable  
17 expectation that Google will maintain the confidentiality of contractual terms. Further, disclosure  
18 of this non-public information is likely to result in competitive harm to Google as, for example,  
19 Google's competitors could use this non-party information to unfairly target Google's developer  
20 partners and offer deal terms specifically designed to undercut those offered by Google.

21       181. **Exhibit 15, Page -702.R (left column of table; between “Outside of” and**  
22 **“singularly focused”).** This text contains confidential, non-public information regarding non-  
23 party developers, and implicates non-parties' confidentiality interests, by revealing the identities  
24 of Google's business partners, who are not parties to this litigation, and who have a reasonable  
25 expectation that Google will maintain the confidentiality of contractual terms. Further, disclosure  
26 of this non-public information is likely to result in competitive harm to Google as, for example,

1 Google's competitors could use this non-party information to unfairly target Google's developer  
2 partners and offer deal terms specifically designed to undercut those offered by Google.

3 182. **Exhibit 15, Page -703.R (left column of table; between “Strategic partnership**  
4 **with” and end of line).** This text contains confidential, non-public information regarding non-  
5 party developers, and implicates non-parties' confidentiality interests, by revealing the identities  
6 of Google's business partners, who are not parties to this litigation, and who have a reasonable  
7 expectation that Google will maintain the confidentiality of contractual terms. Further, disclosure  
8 of this non-public information is likely to result in competitive harm to Google as, for example,  
9 Google's competitors could use this non-party information to unfairly target Google's developer  
10 partners and offer deal terms specifically designed to undercut those offered by Google.

11 183. **Exhibit 15, Page -705 (between “positive contribution of” and end of line”;**  
12 **columns under “2019,” “2020,” “2021,” “2022,” “2019-2022”;** **between start of line and**  
13 **“incr. rev (from large”;** **between “endweighted, with” and “of ABK”;** **between “of ABK”**  
14 **and “package hitting 2020”;** **between “GVP at” and “reinvestment continues”).** This  
15 information reflects and is calculated from internal, non-public Google financial data. Google  
16 spends significant resources compiling and maintaining this valuable data, which is non-public,  
17 and if revealed to competitors and potential business counterparties, could be used to  
18 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
19 Google financial information. Further, this information reflects sensitive, highly confidential  
20 characterizations by Google's internal business teams that, if revealed, could be referenced by  
21 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

22 184. **Exhibit 15, Page -706 (entire chart).** This information reflects and is calculated  
23 from internal, non-public Google financial data. Google spends significant resources compiling  
24 and maintaining this valuable data, which is non-public, and if revealed to competitors and  
25 potential business counterparties, could be used to disadvantage and cause Google competitive  
26 harm by giving competitors insight into confidential Google financial information. Further, this  
27 information reflects sensitive, highly confidential characterizations by Google's internal business  
28

1 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
2 Google to gain an unfair advantage against Google.

3       **185. Exhibit 15, Page -707 (between “even without” and “Play risk”; entire chart;**  
4 **“even without” and “Play risk mitigation”; between “investments of” and “over 2019-**  
5 **2024”; between “to recoup” and “of invested value”; between “invested value” and**  
6 **“expected to sign incremental”; between “commits” and “and turn ROI”; between “+ve”**  
7 **and “esports investment”; between “investment with” and “adversely impacted”; between**  
8 **“adversely impacted” and “and program”; between “3 years for” and “UAC margin”;**  
9 **between “2019, and” and “thereafter”; between “to Cloud of” and “toward Cloud credits”;**  
10 **between “worth” and “by 2022”).** This information reflects and is calculated from internal,  
11 non-public Google financial data. Google spends significant resources compiling and  
12 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
13 business counterparties, could be used to disadvantage and cause Google competitive harm by  
14 giving competitors insight into confidential Google financial information. Further, this  
15 information reflects sensitive, highly confidential characterizations by Google's internal business  
16 teams that, if revealed, could be referenced by potential counterparties in negotiations with  
17 Google to gain an unfair advantage against Google.

18       **186. Exhibit 15, Page -710 (between “selection – An” and “for game developers”;**  
19 **all text in the slide below “New to Play PC/Console Devs” and “On Play “enterprise”**  
20 **Developers”; all text below slide besides “Both” and “meet the criteria”).** This text contains  
21 confidential, non-public information regarding non-party developers, and implicates non-parties'  
22 confidentiality interests, by revealing the identities of Google's business partners, who are not  
23 parties to this litigation, and who have a reasonable expectation that Google will maintain the  
24 confidentiality of contractual terms. Further, disclosure of this non-public information is likely to  
25 result in competitive harm to Google as, for example, Google's competitors could use this non-  
26 party information to unfairly target Google's developer partners and offer deal terms specifically  
27 designed to undercut those offered by Google.

1           187.   **Exhibit 15, Page -711 (last column for rows “Build & Test”, “Launch”,**  
2 **“UA”, and “Community”).** This information contains non-public information regarding  
3 Google’s confidential non-public internal strategic considerations related to creating value for  
4 and attracting developers to the Google Play Store. This information has never been disclosed  
5 publicly. Disclosure of this information would adversely impact Google’s current competitive  
6 position by enabling Google’s competitors to mimic its confidential strategies in an effort to  
7 attract developers away from Google.

8           188.   **Exhibit 15, Page -712 (all text in box beginning with “Google Gives”; all text**  
9 **in box beginning with “Google Gets (contractual)”).** This information contains non-public  
10 information regarding Google’s confidential non-public internal strategic considerations related  
11 to creating value for and attracting developers to the Google Play Store. This information has  
12 never been disclosed publicly. Disclosure of this information would adversely impact Google’s  
13 current competitive position by enabling Google’s competitors to mimic its confidential  
14 strategies in an effort to attract developers away from Google.

15           189.   **Exhibit 15, Page -713 (between “GVP 2021” and “Play Margin”; entire table;**  
16 **between beginning of sentence and “ to extend commercial”; between “1.0 devs @” and “of**  
17 **respective”; between beginning of sentence and “to 11 new developers”; between beginning**  
18 **of sentence and “GVP 2.0 developers”; between beginning of sentence and “GVP 2.0**  
19 **developers”; between “1 Excludes” and “who already have”; between “already getting”**  
20 **and “of Play spend”).** This information reflects and is calculated from internal, non-public  
21 Google financial data. Google spends significant resources compiling and maintaining this  
22 valuable data, which is non-public, and if revealed to competitors and potential business  
23 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
24 competitors insight into confidential Google financial information. Further, this information  
25 reflects sensitive, highly confidential characterizations by Google's internal business teams that,  
26 if revealed, could be referenced by potential counterparties in negotiations with Google to gain  
27 an unfair advantage against Google.

1           190.   **Exhibit 15, Page -715 (both figures and accompanying text; between “offered**  
2 **at” and “& met the following”; between “footprint;” and “incremental Google margin”;**  
3 **between “against investment of” and end of sentence; between “reduced rev share” and**  
4 **“Runway may help address”).** This information reflects and is calculated from internal, non-  
5 public Google financial data. Google spends significant resources compiling and maintaining this  
6 valuable data, which is non-public, and if revealed to competitors and potential business  
7 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
8 competitors insight into confidential Google financial information. Further, this information  
9 reflects sensitive, highly confidential characterizations by Google's internal business teams that,  
10 if revealed, could be referenced by potential counterparties in negotiations with Google to gain  
11 an unfair advantage against Google.

12           191.   **Exhibit 15, Page -717 (text in boxes below “Google Gives” and “Google Gets”**  
13 **and above “Eligibility criteria: expand”).** This text contains confidential, non-public  
14 information regarding Google’s agreements with non-party developers. Disclosure of this non-  
15 public information is likely to result in competitive harm to Google, as it reveals strategic  
16 decision-making which, for example, could give a competitor or potential business partner unfair  
17 leverage in competing against or negotiating with Google. Moreover, Google’s competitors  
18 could use this non-party information to unfairly target Google's developer partners and offer  
19 specific deal terms designed to undercut those offered by Google.

20           192.   **Exhibit 15, Page -718 (all text in columns under “Runway”; “GVP”; “GVP**  
21 **(in conjunction w/Runway”).** This information contains non-public information regarding  
22 Google’s confidential non-public internal strategic considerations related to creating value for  
23 and attracting developers to the Google Play Store. This information has never been disclosed  
24 publicly. Disclosure of this information would adversely impact Google’s current competitive  
25 position by enabling Google’s competitors to mimic its confidential strategies in an effort to  
26 attract developers away from Google.

1           193.   **Exhibit 15, Page -719 (all text in columns under “Option 1”, “Option 2”, and**  
2 **“Option 3”).** This information contains non-public information regarding Google’s confidential  
3 non-public internal strategic considerations related to creating value for and attracting developers  
4 to the Google Play Store. This information has never been disclosed publicly. Disclosure of this  
5 information would adversely impact Google’s current competitive position by enabling Google’s  
6 competitors to mimic its confidential strategies in an effort to attract developers away from  
7 Google.

8           194.   **Exhibit 15, Page -722 (between “Lifetime Revenue of IP” and end of line**  
9 **under “GVP 1.0”; between “Lifetime Revenue of IP” and end of line under “GVP 1.0”;**  
10 **between “Lifetime Spend” and “OR”; between “Lifetime spend =” and “growing”;**  
11 **between “growing” and “OR”; between “Lifetime Spend” and “and growing”; between**  
12 **“and growing” and “YoY”; between “Lifetime Spend =” and “growing”; between**  
13 **“growing” and end of the line; entire rows beginning in “# of developers”, “% of Play**  
14 **Spend covered”, “Google Gets”, and “Term”; between “Ad credits.” and “of eligible UAC**  
15 **spend”; between GCP credits” and “of Play Consumer Spend”; between “GCP credits”**  
16 **and “of Play Spend”; between “% investment” and “of respective Play”; between “Play**  
17 **consumer spend” and “of respective Play Consumer Spend”).** This information contains  
18 non-public information regarding Google’s confidential non-public internal strategic  
19 considerations related to creating value for and attracting developers to the Google Play Store.  
20 This information has never been disclosed publicly. Disclosure of this information would  
21 adversely impact Google’s current competitive position by enabling Google’s competitors to  
22 mimic its confidential strategies in an effort to attract developers away from Google.

23           195.   **Exhibit 15, Page -725 (between “cost by” and “mainly due to”; all figures in**  
24 **the table).** This information reflects and is calculated from internal, non-public Google financial  
25 data. Google spends significant resources compiling and maintaining this valuable data, which is  
26 non-public, and if revealed to competitors and potential business counterparties, could be used to  
27 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
28

1 Google financial information. Further, this information reflects sensitive, highly confidential  
2 characterizations by Google's internal business teams that, if revealed, could be referenced by  
3 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

4 196. **Exhibit 15, Page -726 (text to the right of “Ads Credits”; text to the right of**  
5 **“GCP Credits”; text to the right of “Comarketing”).** This information contains non-public  
6 information regarding Google’s confidential non-public internal strategic considerations related  
7 to creating value for and attracting developers to the Google Play Store. This information has  
8 never been disclosed publicly. Disclosure of this information would adversely impact Google’s  
9 current competitive position by enabling Google’s competitors to mimic its confidential  
10 strategies in an effort to attract developers away from Google.

11 197. **Exhibit 15, Page -728 (between “bundle with” and “offers the best”; four**  
12 **developer icons below “3 month trial”; icon to the right of “Android Premium Phone or**  
13 **Plan Purchase”; between start of bullet point and “marketing investment in ATL”;**  
14 **between start of bullet point and “marketing investment match”).** This text contains  
15 confidential, non-public information regarding non-party developers, and implicates the non-  
16 party’s confidentiality interests, by revealing the identity of Google business partners who are  
17 not party to this litigation, and who have a reasonable expectation that Google will maintain the  
18 confidentiality of contractual terms and its own confidential statements made during  
19 negotiations. Further, disclosure of this non-public information is likely to result in competitive  
20 harm to Google, as it reveals strategic decision-making, which, for example, could give a  
21 competitor or potential business partner unfair leverage in competing against or negotiating with  
22 Google. Moreover, Google’s competitors could use this non-party information to unfairly target  
23 Google’s developer partners.

24 198. **Exhibit 15, Page -729 (icon to the right of “Android Premium Phone or Plan**  
25 **Purchase”; three developer icons below “Youtube Premium Free 3 month Trial”; all text in**  
26 **box called “Interactive sharers”; three icons to the left of “Free! 3P content offers (TBD)”;**  
27 **between “the world of” and “interact with”).** This text contains confidential, non-public  
28



1 information regarding non-party developers, and implicates the non-party's confidentiality  
2 interests, by revealing the identity of Google business partners who are not party to this  
3 litigation, and who have a reasonable expectation that Google will maintain the confidentiality of  
4 contractual terms and its own confidential statements made during negotiations. Further,  
5 disclosure of this non-public information is likely to result in competitive harm to Google, as it  
6 reveals strategic decision-making, which, for example, could give a competitor or potential  
7 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
8 Google's competitors could use this non-party information to unfairly target Google's developer  
9 partners.

10 199. **Exhibit 15, Page -730 (between start of sentence and "year Spend commits";**  
11 **second row in column named "Projected"; all information in column named "Actual";**  
12 **between start of bullet point and "receiving GCP credits"; between "deals with" and "of**  
13 **the top"; between "of the top" and "developers collectively"; between "to spend" and "on**  
14 **IT in 2021"; all text below slide).** This text contains confidential, non-public information  
15 regarding non-party developers, and implicates the non-party's confidentiality interests, by  
16 revealing the identity of Google business partners who are not party to this litigation, and who  
17 have a reasonable expectation that Google will maintain the confidentiality of contractual terms  
18 and its own confidential statements made during negotiations. This information also contains  
19 non-public information regarding Google's confidential non-public internal strategic  
20 considerations related to creating value for and attracting developers to the Google Play Store.  
21 Further, disclosure of this non-public information is likely to result in competitive harm to  
22 Google, as it reveals strategic decision-making, which, for example, could give a competitor or  
23 potential business partner unfair leverage in competing against or negotiating with Google.  
24 Moreover, Google's competitors could use this non-party information to unfairly target Google's  
25 developer partners.

26 200. **Exhibit 15, Page -731 (all text following "incremental attributable to Hug").**  
27 This text contains confidential, non-public information regarding non-party developers, and  
28

1 implicates the non-party's confidentiality interests, by revealing the identity of Google business  
2 partners who are not party to this litigation, and who have a reasonable expectation that Google  
3 will maintain the confidentiality of contractual terms and its own confidential statements made  
4 during negotiations. This information also contains non-public information regarding Google's  
5 confidential non-public internal strategic considerations related to creating value for and  
6 attracting developers to the Google Play Store. Further, disclosure of this non-public information  
7 is likely to result in competitive harm to Google, as it reveals strategic decision-making, which,  
8 for example, could give a competitor or potential business partner unfair leverage in competing  
9 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
10 information to unfairly target Google's developer partners.

11       201.   **Exhibit 15, Page -732 (entire chart; between start of bullet point and**  
12 **“developers expected to deliver”; between “to deliver” and “in IT spend in 2021”; between**  
13 **“a deal with” and “developers”; between “GCP (up to” and “due to”; between “reside on**  
14 **GCP” and “uplift from standard”; between “discounts,” and “uplift from HUG”).** This  
15 text contains confidential, non-public information regarding non-party developers, and  
16 implicates the non-party's confidentiality interests, by revealing the identity of Google business  
17 partners who are not party to this litigation, and who have a reasonable expectation that Google  
18 will maintain the confidentiality of contractual terms and its own confidential statements made  
19 during negotiations. This information also contains non-public information regarding Google's  
20 confidential non-public internal strategic considerations related to creating value for and  
21 attracting developers to the Google Play Store. Further, disclosure of this non-public information  
22 is likely to result in competitive harm to Google, as it reveals strategic decision-making, which,  
23 for example, could give a competitor or potential business partner unfair leverage in competing  
24 against or negotiating with Google. Moreover, Google's competitors could use this non-party  
25 information to unfairly target Google's developer partners.

26       202.   **Exhibit 15, Page -733 (all information in column beginning with “Actual”).**  
27 This information contains non-public information regarding Google's confidential non-public  
28

1 internal strategic considerations related to creating value for and attracting developers to the  
2 Google Play Store. This information has never been disclosed publicly. Disclosure of this  
3 information would adversely impact Google's current competitive position by enabling Google's  
4 competitors to mimic its confidential strategies in an effort to attract developers away from  
5 Google.

6       203.   **Exhibit 15, Page -734 (all information in column beginning with "Actual";**  
7 **between start of bullet point and "receiving UAC credits as"; between "Hug with" and "in**  
8 **credits received"; between "revenue uplift of" and "(which exceeds BC"; between**  
9 **"negative ROI of" and "through exceeded BC"; between "was equivalent to" and "of**  
10 **released credits"; between "of released credits" and "actual uplift range"; between "range**  
11 **of" and "based on analysis").** This information contains non-public information regarding  
12 Google's confidential non-public internal strategic considerations related to creating value for  
13 and attracting developers to the Google Play Store. This information has never been disclosed  
14 publicly. Disclosure of this information would adversely impact Google's current competitive  
15 position by enabling Google's competitors to mimic its confidential strategies in an effort to  
16 attract developers away from Google.

17       204.   **Exhibit 15, Page -735 (between "post-Hug indicates" and "(mainly"; between**  
18 **"(mainly" and end of line; between "continue to see an" and "across most clients"; between**  
19 **"indicates aggregate" and "which exceeds BC"; entire table; between "incrementality**  
20 **study" and "is attributable to Hug"; between "with the remaining" and "due to other**  
21 **factors"; between "Note:" and "has been removed"; between "removed from all" and**  
22 **"metrics, as they"; between "(new" and "deal effective"; between "Apr-20)" and "Hug**  
23 **treatment period is 12"; between "whereas" and "treatment period is only 3"; between**  
24 **"Consolidated" and "accounts for"; between "accounts for" and "of credits earned";**  
25 **between "earned, and" and "of total uplift").** This text contains confidential, non-public  
26 information regarding non-party developers, and implicates the non-party's confidentiality  
27 interests, by revealing the identity of Google business partners who are not party to this  
28

litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations. This information also contains non-public information regarding Google's confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners.

205. **Exhibit 15, Page -736 (between "increased from" and "based on the refreshed"; entire tables; between "Jun-20 was" and "of total UAC spend"; between "Hug was" and "on QS-only).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

206. **Exhibit 15, Page -737 (entire table; between "deals live;" and "earned to date"; between "earned to date" and end of sentence"; between "New" and "deal went live"; between "4/1/20. All" and "revenue from"; between "revenue from" and "included in"; between "included in the" and "line, as they have"; between "Nov-19" and "is active 8 months"; between "Note:" and "has been removed"; between "removed from all" and "metrics, as they"; between "(new" and "deal effective"; between "Apr-20)" and "Hug treatment period is 12"; between "whereas" and "treatment period is only 3").** This information reflects and is calculated from internal, non-public Google financial data. Google

1 spends significant resources compiling and maintaining this valuable data, which is non-public,  
2 and if revealed to competitors and potential business counterparties, could be used to  
3 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
4 Google financial information. Further, this information reflects sensitive, highly confidential  
5 characterizations by Google's internal business teams that, if revealed, could be referenced by  
6 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

7       **207. Exhibit 15, Page -738 (all text following “major game developers”).** This text  
8 contains confidential, non-public information regarding non-party developers, and implicates the  
9 non-party’s confidentiality interests, by revealing the identity of Google business partners who  
10 are not party to this litigation, and who have a reasonable expectation that Google will maintain  
11 the confidentiality of contractual terms and its own confidential statements made during  
12 negotiations. Further, disclosure of this non-public information is likely to result in competitive  
13 harm to Google, as it reveals strategic decision-making, which, for example, could give a  
14 competitor or potential business partner unfair leverage in competing against or negotiating with  
15 Google. Moreover, Google’s competitors could use this non-party information to unfairly target  
16 Google’s developer partners.

17       **208. Exhibit 15, Page -739 (all icons below “Signed up to Hug – Contract**  
18 **Executed”, all icons below “various stages of redlining”, all icons below “holding out”).**  
19 This text contains confidential, non-public information regarding non-party developers, and  
20 implicates the non-party’s confidentiality interests, by revealing the identity of Google business  
21 partners who are not party to this litigation, and who have a reasonable expectation that Google  
22 will maintain the confidentiality of contractual terms and its own confidential statements made  
23 during negotiations. Further, disclosure of this non-public information is likely to result in  
24 competitive harm to Google, as it reveals strategic decision-making, which, for example, could  
25 give a competitor or potential business partner unfair leverage in competing against or  
26 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
27 to unfairly target Google’s developer partners.

209. **Exhibit 15, Page -740 (between “efforts on Play” and “launched on Play,” between “Other devs (e.g.” and “who previously”; between “cautious developers like” and “partnered on Play’s PC”).** This text contains confidential, non-public information regarding non-party developers, and implicates the non-party’s confidentiality interests, by revealing the identity of Google business partners who are not party to this litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s developer partners.

210. **Exhibit 15, Page -741 (all text in all boxes).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

211. **Exhibit 15, Page -743 (all text in rows beginning in “Google Gets” and “Google Gives”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Google Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

212. **Exhibit 15, Page -744 (between “DevRel Consultants” and end of column; between “YT Influencers” and end of column; between “UAC credits” and end of column; between “YT channel growth” and end of column).** This information contains non-public

1 information regarding Google's confidential non-public internal strategic considerations related  
2 to creating value for and attracting developers to the Google Play Store. This information has  
3 never been disclosed publicly. Disclosure of this information would adversely impact Google's  
4 current competitive position by enabling Google's competitors to mimic its confidential  
5 strategies in an effort to attract developers away from Google.

6       213.   **Exhibit 15, Page -745 (all text in rows beginning with "Eligibility criteria",**  
7 **"Google Gives", "Google Gets", and "Play % reinvested")**. This information contains non-  
8 public information regarding Google's confidential non-public internal strategic considerations  
9 related to creating value for and attracting developers to the Google Play Store. This information  
10 has never been disclosed publicly. Disclosure of this information would adversely impact  
11 Google's current competitive position by enabling Google's competitors to mimic its  
12 confidential strategies in an effort to attract developers away from Google.

13       214.   **Exhibit 15, Page -746 (entire chart; between "even without" and "Play risk**  
14 **mitigation"; between "outsized" and "investments diluted"; between "Program is ROI**  
15 **positive even without" and "Play risk mitigation"; between "investments of" and "(over**  
16 **2019"; between "to recoupe" and "of value"; between "reflected in ROI" and "expected to**  
17 **sign"; between "GCP commits" and "and turn"; between "and turn" and "esports**  
18 **investment"; between "investment with" and "adversely impacted"; between "adversely**  
19 **impacted" and "and program"; between "for most devs" and "of UAC margin" between**  
20 **"2019, and" and "thereafter")**. This text contains confidential, non-public information  
21 regarding non-party developers, and implicates the non-party's confidentiality interests, by  
22 revealing the identity of Google business partners who are not party to this litigation, and who  
23 have a reasonable expectation that Google will maintain the confidentiality of contractual terms  
24 and its own confidential statements made during negotiations. Further, disclosure of this non-  
25 public information is likely to result in competitive harm to Google, as it reveals strategic  
26 decision-making, which, for example, could give a competitor or potential business partner  
27  
28



1 unfair leverage in competing against or negotiating with Google. Moreover, Google's  
2 competitors could use this non-party information to unfairly target Google's developer partners.

3       **215. Exhibit 15, Page -749 (between "have signed up" and "target devs").** This  
4 information contains non-public information regarding Google's confidential non-public internal  
5 strategic considerations related to creating value for and attracting developers to the Google Play  
6 Store. This information has never been disclosed publicly. Disclosure of this information would  
7 adversely impact Google's current competitive position by enabling Google's competitors to  
8 mimic its confidential strategies in an effort to attract developers away from Google.

9       **216. Exhibit 15, Page -753 (columns below "Deal structure option 1", "Deal**  
10 **structure option 2" and "Deal structure option 3").** This information contains non-public  
11 information regarding Google's confidential non-public internal strategic considerations related  
12 to creating value for and attracting developers to the Google Play Store. This information has  
13 never been disclosed publicly. Disclosure of this information would adversely impact Google's  
14 current competitive position by enabling Google's competitors to mimic its confidential  
15 strategies in an effort to attract developers away from Google.

16       **217. Exhibit 15, Page -754 (columns below "Deal structure option 1", "Deal**  
17 **structure option 2" and "Deal structure option 3").** This information contains non-public  
18 information regarding Google's confidential non-public internal strategic considerations related  
19 to creating value for and attracting developers to the Google Play Store. This information has  
20 never been disclosed publicly. Disclosure of this information would adversely impact Google's  
21 current competitive position by enabling Google's competitors to mimic its confidential  
22 strategies in an effort to attract developers away from Google.

23       **218. Exhibit 15, Page -757 (between "@" and "@google.com"; between "was**  
24 **calculated as" and "but has been"; between "revised to" and "(breakeven"; between**  
25 **"defined at" and "in credits").** This information contains non-public information regarding  
26 Google's confidential non-public internal strategic considerations related to creating value for  
27 and attracting developers to the Google Play Store. This information has never been disclosed  
28

publicly. Disclosure of this information would adversely impact Google's current competitive position by enabling Google's competitors to mimic its confidential strategies in an effort to attract developers away from Google.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 19**  
**[Dkt 609-18]**  
**(Exhibit A13)**

219. **Exhibit 19, Page 17, Line 21 (between “currently reside in” and “Q. And where are you”).** This text contains the personal home address of an executive officer of Google. Public disclosure is likely to result in a significant invasion of privacy and disruption to this executive officer's personal life.

220. **Exhibit 19, Page 169, Line 19 (between “that up to over” and “of revenue was at risk”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 21**  
**[Dkt 609-20]**  
**(Exhibit A14)**

221. **Exhibit 21, Page 250, Line 7 (between “permission to send” and “in 2020”).** This information reflects and is calculated from internal, non-public Google financial data and non-public commercial strategy. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information and business strategy related to commercial programs. Moreover, Google's competitors could use this data to gain an unfair competitive advantage against Google.

222. **Exhibit 21, Page 310, Lines 7-22 (between “looking at nearly” and “sorry -- it's in millions”; between “can't be right.” and “right?”; between “A. It's” and “I think**

1 that's correct.”; between “Q. Of that” and “was going to be coming from”; between “Q.  
2 That's” and “of the projected income”; between “for, you know” and “A. That is correct”;  
3 between “Q. And” and “was estimated to come from”). This information reflects and is  
4 calculated from internal, non-public Google financial data is based on financial terms of  
5 Google's agreements with non-party business partners. Google spends significant resources  
6 compiling and maintaining this valuable data, which is non-public, and if revealed to competitors  
7 and potential business counterparties, could be used to disadvantage and cause Google  
8 competitive harm by giving competitors insight into confidential Google financial information.  
9 Moreover, Google's competitors could use this non-party information to unfairly target Google's  
10 OEM partners and offer specific deal terms designed to beat those offered by Google.

11 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 23**  
12 **[Dkt 609-22]**  
13 **(Exhibit A15)**

14 223. **Exhibit 23 (Names of chat participants, except for first initials).** This text  
15 contains the identities of current Google employees. Disclosure of these names and email  
16 addresses is of limited value to the public—as their identities are not relevant to the disposition  
17 of this case. The public is still able to view the substantive portions of the document, while  
18 individuals' reputations and identities are protected. Thus, even with narrow redactions of non-  
19 party individuals' names, the public can readily understand the import of Ex. 23 and its interest  
20 in disclosure of Ex. 23 in its entirety is limited and outweighed by the compelling reasons for  
21 sealing.

22 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 24**  
23 **[Dkt 609-23]**  
24 **(Exhibit A16)**

25 224. **Exhibit 24, Page -224 (between “discussion of” and “Brian is”).** This text  
26 contains confidential, non-public information regarding proposed terms for Google's agreements  
27 with non-party developers. Disclosure of this non-public information is likely to result in  
28 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
give a competitor or potential business partner unfair leverage in competing against or

1 negotiating with Google. Moreover, Google's competitors could use this non-party information  
2 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
3 those offered by Google.

4 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 25**  
5 **[Dkt 609-24]**  
6 **(Exhibit A17)**

7 **225. Exhibit 25, Page 360, Line 7 (between "Samsung" and "over four years").**

8 This text contains confidential, non-public information regarding proposed financial terms for  
9 Google's proposed agreement with a non-party OEM partner. Disclosure of this non-public  
10 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
11 making which, for example, could give a competitor or potential business partner unfair leverage  
12 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
13 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
14 designed to beat those offered by Google.

15 **226. Exhibit 25, Page 360, Line 18 (between "Samsung up to" and "for benefits").**

16 This text contains confidential, non-public information regarding proposed financial terms for  
17 Google's proposed agreement with a non-party OEM partner. Disclosure of this non-public  
18 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
19 making which, for example, could give a competitor or potential business partner unfair leverage  
20 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
21 non-party information to unfairly target Google's OEM partners and offer specific deal terms  
22 designed to beat those offered by Google.

23 **227. Exhibit 25, Page 360, Line 23-25 (from "with Samsung." to end of sentence).**

24 This text contains confidential, non-public information regarding proposed financial terms and  
25 deal structure for Google's proposed agreement with a non-party OEM partner. Disclosure of  
26 this non-public information is likely to result in competitive harm to Google, as it reveals  
27 strategic decision-making which, for example, could give a competitor or potential business  
28 partner unfair leverage in competing against or negotiating with Google. Moreover, Google's

competitors could use this non-party information to unfairly target Google's OEM partners and offer specific deal terms designed to beat those offered by Google.

228. **Exhibit 25, Page 366, Line 3 (between "Google projected" and "in service revenue").** This text contains confidential, non-public information regarding financial projections relating to a proposed agreement between Google's and a non-party OEM partner. This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

229. **Exhibit 25, Page 366, Lines 8-9 (from "second line," to end of sentence).** This text contains confidential, non-public information regarding financial projections relating to a proposed agreement between Google and a non-party OEM partner, including additional product detail beyond that described in Paragraph 40. This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information.

230. **Exhibit 25, Page 366, Lines 14-15 (from "could generate" to end of sentence).** This text contains confidential, non-public information regarding financial projections relating to a proposed agreement between Google and a non-party OEM partner, including additional product detail beyond that described in Paragraph 40. This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and

1 potential business counterparties, could be used to disadvantage and cause Google competitive  
2 harm by giving competitors insight into confidential Google financial information.

3       **231. Exhibit 25, Page 366, Line 19 (between “bar chart” and “is”).** This text  
4 contains confidential, non-public information regarding financial projections relating to a  
5 proposed agreement between Google and a non-party OEM partner. This information reflects  
6 and is calculated from internal, non-public Google financial data. Google spends significant  
7 resources compiling and maintaining this valuable data, which is non-public, and if revealed to  
8 competitors and potential business counterparties, could be used to disadvantage and cause  
9 Google competitive harm by giving competitors insight into confidential Google financial  
10 information.

11       **232. Exhibit 25, Page 367, Line 12 (from “chart that says” to end of sentence) and**  
12 **Line 13 (from “You mean the” to end of sentence).** This text contains confidential, non-public  
13 information regarding financial projections relating to a proposed agreement between Google  
14 and a non-party OEM partner. This information reflects and is calculated from internal, non-  
15 public Google financial data. Google spends significant resources compiling and maintaining this  
16 valuable data, which is non-public, and if revealed to competitors and potential business  
17 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
18 competitors insight into confidential Google financial information.

19       **233. Exhibit 25, Page 367, Line 16 (from “That bar says,” to end of sentence).** This  
20 text contains confidential, non-public information regarding the characterization of financial  
21 projections relating to a proposed agreement between Google and a non-party OEM partner.  
22 This information reflects and is calculated from internal, non-public Google financial data.  
23 Google spends significant resources compiling and maintaining this valuable data, which is non-  
24 public, and if revealed to competitors and potential business counterparties, could be used to  
25 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
26 Google financial information. Further, this information reflects sensitive, highly confidential  
27  
28

1 characterizations by Google's internal business teams that, if revealed, could be referenced by  
2 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

3       **234. Exhibit 25, Page 367, Line 20-21 (from “top that says” to end of sentence)**  
4 **and Line 24-25 and (between “is that” and “under the”).** This text contains confidential, non-  
5 public information regarding financial projections relating to a proposed agreement between  
6 Google and a non-party OEM partner, including as related to specific Google products. This  
7 information reflects and is calculated from internal, non-public Google financial data. Google  
8 spends significant resources compiling and maintaining this valuable data, which is non-public,  
9 and if revealed to competitors and potential business counterparties, could be used to  
10 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
11 Google financial information.

12       **235. Exhibit 25, Page 388, Line 3 (between “between” and “and” and between**  
13 **“and” and “correct”), Line 11 (between “between” and “and” and between “and” and**  
14 **“over”), and Line 19 (between “projected” and “to” and between “to” and “to” and “in**  
15 **revenue”).** This text contains confidential, non-public information regarding internal financial  
16 projections relating to multiple agreements between Google and a non-party OEM partner. This  
17 information reflects and is calculated from internal, non-public Google financial data. Google  
18 spends significant resources compiling and maintaining this valuable data, which is non-public,  
19 and if revealed to competitors and potential business counterparties, could be used to  
20 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
21 Google financial information.

22       **236. Exhibit 25, Page 388, line 11 (between “over the” and “of”).** This text contains  
23 confidential, non-public information regarding deal terms relating to multiple agreements  
24 between Google and a non-party OEM partner. Disclosure of this non-public information is  
25 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
26 example, could give a competitor or potential business partner unfair leverage in competing  
27 against or negotiating with Google.



**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 26**  
**[Dkt 609-25]**  
**(Exhibit A18)**

237. **Exhibit 26, Page 6, Lines 5-6 (from “It’s” to end of sentence).** This text contains the personal home address of an executive officer of Google. Public disclosure is likely to result in a significant invasion of privacy and disruption to this executive officer’s personal life.

238. **Exhibit 26, Page 345, Lines 10-11 (from “of that” to end of sentence”).** This text contains confidential, non-public information regarding the highly negotiated terms of Google’s agreement with a non-party business partner. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making and deal terms which, for example, could give a competitor or potential business partner unfair leverage in competing against, negotiating with Google, or negotiating with the non-party business partner. In particular, potential or existing business partners could use this data point and contractual terms to gain an unfair advantage in negotiating a commercial agreement with Google.

239. **Exhibit 26, Page 345, Line 13-19 (from “rev share has a” to end of sentence).** This text describes specific financial aspects and terms of an agreement between Google and a business partner relating to how a specific financial term is defined and calculated in a highly negotiated agreement. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making regarding how Google structures certain deals, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. In particular, potential or existing commercial partners could use this data point and contractual terms to gain an unfair advantage in negotiating a commercial agreement with Google.

240. **Exhibit 26, Page 345, Line 20-21 (between “Google paid” and “to Apple”).** This text reflects the specific dollar amount paid by Google to a non-party business partner under the terms a highly negotiated commercial agreement. This information reflects and is calculated

1 from internal, non-public Google financial data and reflects the non-public terms of a highly  
2 negotiated commercial agreement. Google spends significant resources compiling and  
3 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
4 business counterparties, could be used to disadvantage and cause Google competitive harm by  
5 giving competitors insight into confidential Google financial information. Moreover, disclosure  
6 of this non-public information is likely to result in competitive harm to Google, as it reveals  
7 strategic decision-making regarding how Google structures certain deals, which, for example,  
8 could give a competitor or potential business partner unfair leverage in competing against or  
9 negotiating with Google. In particular, potential or existing commercial partners could use this  
10 data point and contractual terms to gain an unfair advantage in negotiating a commercial  
11 agreement with Google.

12       **241. Exhibit 26, Page 345, Line 23-24 (between “between” and “dollars”).** This text  
13 reflects the specific dollar amount paid by Google to a non-party business partner under the  
14 terms a highly negotiated commercial agreement. This information reflects and is calculated  
15 from internal, non-public Google financial data and reflects the non-public terms of a highly  
16 negotiated commercial agreement. Google spends significant resources compiling and  
17 maintaining this valuable data, which is non-public, and if revealed to competitors and potential  
18 business counterparties, could be used to disadvantage and cause Google competitive harm by  
19 giving competitors insight into confidential Google financial information. Moreover, disclosure  
20 of this non-public information is likely to result in competitive harm to Google, as it reveals  
21 strategic decision-making regarding how Google structures certain deals, which, for example,  
22 could give a competitor or potential business partner unfair leverage in competing against or  
23 negotiating with Google. In particular, potential or existing commercial partners could use this  
24 data point and contractual terms to gain an unfair advantage in negotiating a commercial  
25 agreement with Google.

26       **242. Exhibit 26, Page 346, Line 13-14 (between “agreed to” and “in 2016”), Line**  
27 **16 (between “pay Apple” and “percent”), Line 25 (between “Apple” and “percent”).** This  
28

1 text reflects specific financial terms agreed to by Google and non-party business partner pursuant  
2 to a highly negotiated commercial agreement. Disclosure of this non-public information is likely  
3 to result in competitive harm to Google, as it reveals strategic decision-making regarding how  
4 Google structures certain deals, which, for example, could give a competitor or potential  
5 business partner unfair leverage in competing against or negotiating with Google. In particular,  
6 potential or existing commercial partners could use this data point and contractual terms to gain  
7 an unfair advantage in negotiating a commercial agreement with Google.

8 **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 27**  
9 **[Dkt 609-27]**  
10 **(Exhibit A19)**

11 243. **Exhibit 27, Page 14, Lines 13-14.** This text contains the home address of a  
12 Google employee. Disclosure of this information is of limited value to the public—as their  
13 locations of residence are not relevant to the disposition of this case. The public is still able to  
14 view the substantive portions of the document, while the individual's personal information is  
15 protected.

16 244. **Exhibit 27, Page 179, Line 11 (between “up to” and “Is”).** This text contains  
17 confidential, non-public information regarding Google's agreements and related negotiations  
18 with a specific developer, including specific confidential deal terms considered by Google,  
19 including specific financial terms. Disclosure of this non-public information is likely to result in  
20 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
21 give a competitor or potential business partner unfair leverage in competing against or  
22 negotiating with Google. Moreover, Google's competitors could use this non-party information  
23 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
24 those offered by Google.

25 245. **Exhibit 27, Page 179, Line 14 (between “that” and “would be”).** This text  
26 contains confidential, non-public information regarding Google's agreements and related  
27 negotiations with a specific developer, including specific confidential deal terms considered by  
28 Google. Disclosure of this non-public information is likely to result in competitive harm to

Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

**Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 28**  
**[Dkt 609-27]**  
**(Exhibit A20)**

246. **Exhibit 28, Page -340 (between “come up with is –” and end of line).** This text contains confidential, non-public information regarding Google's commercial agreements and related negotiations with a specific developer, including specific confidential financial deal terms considered by Google. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

247. **Exhibit 28, Page -341 (between “they can do” and “even if”, between “even if they offer” and end of chat, between “can do” and “a year” and between “missed...” and “that”).** This text contains confidential, non-public information regarding Google's commercial agreements and related negotiations with a specific developer, including specific confidential financial deal terms considered by Google. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

248. **Exhibit 28, Page -341 (between “haha” and “they can do”).** This text contains confidential, non-public information regarding Google's commercial agreements and related

1 negotiations with a specific developer, including specific game titles and deal coverage  
2 considered by Google. Disclosure of this non-public information is likely to result in competitive  
3 harm to Google, as it reveals strategic decision-making which, for example, could give a  
4 competitor or potential business partner unfair leverage in competing against or negotiating with  
5 Google. Moreover, Google's competitors could use this non-party information to unfairly target  
6 Google's developer partners and offer specific deal terms designed to undercut those offered by  
7 Google.

8       249. **Exhibit 28, Page -342 (between "again... if" and "doesn't come", between**  
9 **"come in..." and "and" between "and" and "may not", between "they do" and "of",**  
10 **between "of" and "...though", between "nothing like" and ":((", between "Especially" and**  
11 **end of line, between "overall, with" and end of line, between "still not" and "but not",**  
12 **between "sell internally" and end of line, and between "felt the" and "and was").** This text  
13 contains confidential, non-public information regarding specific game titles offered by a non-  
14 party developer in the context of Google's commercial agreements and related negotiations with  
15 that developer. This information has never been disclosed publicly and the Google Play product  
16 team treats it as strictly confidential. Disclosure of this information could harm Google's  
17 relationship with its partners and any ongoing negotiations or dealings with them, and is likely to  
18 result in competitive harm to Google, as it reveals strategic decision-making which, for example,  
19 could give a competitor or potential business partner unfair leverage in competing against or  
20 negotiating with Google. Moreover, the text reveals Google's internal strategic financial  
21 considerations underlying these non-public deals and deal terms. Public disclosure of this  
22 information is likely to result in competitive harm to Google.

23       250. **Exhibit 28, Page -342 (between "main risk would be" and end of line).** This  
24 text contains confidential, non-public information regarding Google's commercial agreements  
25 and related negotiations with a specific developer, including specific game titles, deal coverage,  
26 and potential reactions to the contemplated terms. This information has never been disclosed  
27 publicly and the Google Play product team treats it as strictly confidential. Disclosure of this  
28

1 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
2 decision-making which, for example, could give a competitor or potential business partner unfair  
3 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
4 could use this non-party information to unfairly target Google's developer partners and offer  
5 specific deal terms designed to undercut those offered by Google.

6       **251. Exhibit 28, Page -342 (two lines between “crunched some numbers” and “so I**  
7 **think”).** This text contains confidential, non-public information regarding Google's commercial  
8 agreements and related negotiations with a specific developer, including specific game titles and  
9 deal coverage considered by Google. Disclosure of this non-public information is likely to result  
10 in competitive harm to Google, as it reveals strategic decision-making which, for example, could  
11 give a competitor or potential business partner unfair leverage in competing against or  
12 negotiating with Google. The information also implicates non-party confidentiality interests, by  
13 revealing the confidential engagement and spend metrics of Google's business partners, who are  
14 not party to this litigation, and who have a reasonable expectation that Google will maintain the  
15 confidentiality of contractual terms. Public disclosure of these specific programs and deal terms  
16 could give Google's competitors and developer partners an unfair advantage over Google in  
17 negotiations.

18       **252. Exhibit 28, Page -343 (between “lynchpin is” and end of line, between “it’s**  
19 **the” and “but”, between “give us” and end of line, between “prepping him for” and**  
20 **“convo”, between “vs” and “ok”; between “add to the” and “section”, and between “think**  
21 **of” and “...but”).** This text contains confidential, non-public information regarding Google's  
22 commercial agreements and related negotiations with a specific developer, including specific  
23 game titles and deal coverage considered by Google. Disclosure of this non-public information is  
24 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
25 example, could give a competitor or potential business partner unfair leverage in competing  
26 against or negotiating with Google. The information also implicates non-party confidentiality  
27 interests, by revealing the confidential engagement and spend metrics of Google's business  
28

1 partners, who are not party to this litigation, and who have a reasonable expectation that Google  
2 will maintain the confidentiality of contractual terms. Public disclosure of these specific  
3 programs and deal terms could give Google's competitors and developer partners an unfair  
4 advantage over Google in negotiations.

5       253. **Exhibit 28, Page -344 (between “we’d first” and end of line).** This information  
6 reflects specific, confidential details and terms about specific programs offered by Google as  
7 well as the specific deal terms and values offered to particular partners. This information is  
8 confidential and could give other developers an advantage over Google in negotiations.  
9 Disclosure of this information could harm Google's relationship with its partners and any  
10 ongoing negotiations or dealings with them. Public disclosure of these specific programs and  
11 deal terms could give Google's competitors and developer partners an unfair advantage over  
12 Google in negotiations.

13       254. **Exhibit 28, Page -344 (between “couldn’t remember” and end of line, first**  
14 **word before “I think”).** This text contains confidential, non-public information regarding  
15 Google’s agreements with non-party developers, including specific confidential financial deal  
16 terms and related negotiations. Disclosure of this non-public information is likely to result in  
17 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
18 give a competitor or potential business partner unfair leverage in competing against or  
19 negotiating with Google. Moreover, Google’s competitors could use this non-party information  
20 to unfairly target Google's developer partners and offer specific deal terms designed to undercut  
21 those offered by Google.

22       255. **Exhibit 28, Page -345 (between “can make it” and end of line, between “can**  
23 **put” and “and where”, between “end with” and “Did they”, “I’ll confirm” and “our term**  
24 **sheet”, between “term sheet says” and “I believe”, between “he confirmed” and end of**  
25 **line”, between “end for” and “is defn wrong”).** This text contains confidential, non-public  
26 information regarding Google’s agreements with non-party developers, including specific  
27 confidential financial deal terms and related negotiations. Disclosure of this non-public  
28



1 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
2 making which, for example, could give a competitor or potential business partner unfair leverage  
3 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
4 non-party information to unfairly target Google's developer partners and offer specific deal terms  
5 designed to undercut those offered by Google.

6       256.   **Exhibit 28, Page -346 (between "I saw" and "...But", between "updated to"**  
7 **and "because", between "because of" and end of line, between "about the" and end of line,**  
8 **between "internal cost" and "ah", between "internal cost for" and "is close", between**  
9 **"close to" and "...So", between "get the" and end of line, between "up to" and "and",**  
10 **between "and the" and "over", and between "pushed for" and end of line).** This text  
11 contains confidential, non-public information regarding Google's agreements with non-party  
12 developers, including specific confidential financial deal terms and related negotiations.  
13 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
14 reveals strategic decision-making which, for example, could give a competitor or potential  
15 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
16 Google's competitors could use this non-party information to unfairly target Google's developer  
17 partners and offer specific deal terms designed to undercut those offered by Google.

18       257.   **Exhibit 28, Page -347 (between "Google of" and "and a", between "margin**  
19 **of" and "Total", between "ABK is" and "we're moving", between "at either" and end of**  
20 **line, between "Brian" and "and it", between "potential" and "in there", between "for" and**  
21 **"do we", and last line of page).** This text contains confidential, non-public information  
22 regarding Google's agreements with non-party developers, including specific confidential  
23 financial deal terms and related negotiations. Disclosure of this non-public information is likely  
24 to result in competitive harm to Google, as it reveals strategic decision-making which, for  
25 example, could give a competitor or potential business partner unfair leverage in competing  
26 against or negotiating with Google. Moreover, Google's competitors could use this non-party

1 information to unfairly target Google's developer partners and offer specific deal terms designed  
2 to undercut those offered by Google.

3       258.   **Exhibit 28, Page -348 (between “saying that” and “which would”, between**  
4 **“agreeing to” and “I just”, between “agreeing to” and end of line, between “down the” and**  
5 **“It then”, and between “getting” and end of line).** This text contains confidential, non-public  
6 information regarding a non-party developer, and implicates the non-parties’ confidentiality  
7 interests by purporting to reveal the nonparties’ confidential statements made during  
8 negotiations. This text also contains specific confidential financial deal terms and related  
9 negotiations. Disclosure of this non-public information is likely to result in competitive harm to  
10 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
11 potential business partner unfair leverage in competing against or negotiating with Google.  
12 Moreover, Google’s competitors could use this non-party information to unfairly target Google's  
13 developer partners and offer specific deal terms designed to undercut those offered by Google.

14       259.   **Exhibit 28, Page -349 (between “for” and “couldn’t”, between “for the” and**  
15 **end of line, “if we” and end of line, between “if we” and “would remain”, between**  
16 **“response on” and end of line, between “as us” and “I just”, between “agreeing to” and end**  
17 **of line, between “down the” and “It then”, between “getting” and end of line, between**  
18 **“know that” and “(like”, and between “above)” and “is immaterial”).** This text contains  
19 confidential, non-public information regarding a non-party developer, and implicates the non-  
20 parties’ confidentiality interests by purporting to reveal the nonparties’ confidential statements  
21 made during negotiations. This text also contains specific confidential financial deal terms, game  
22 title coverage contemplated by Google, and related negotiations. Disclosure of this non-public  
23 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
24 making which, for example, could give a competitor or potential business partner unfair leverage  
25 in competing against or negotiating with Google. Moreover, Google’s competitors could use this  
26 non-party information to unfairly target Google's developer partners and offer specific deal terms  
27 designed to undercut those offered by Google.

1           260.   **Exhibit 28, Page -350-51 (between “worth considering” and “etc”, between**  
2 **“it’s the” and “it seems”, and between “referred to the” and end of line).** This text contains  
3 confidential, non-public information regarding a non-party developer, and implicates the non-  
4 parties’ confidentiality interests by purporting to reveal the nonparties’ confidential statements  
5 made during negotiations. This text also contains specific confidential financial deal terms,  
6 potential commitments, game title coverage contemplated by Google, and related negotiations.  
7 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
8 reveals strategic decision-making which, for example, could give a competitor or potential  
9 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
10 Google’s competitors could use this non-party information to unfairly target Google's developer  
11 partners and offer specific deal terms designed to undercut those offered by Google.

12           261.   **Exhibit 28, Page -351 (between “!!” and “(to Greg’s point”, between “to be”**  
13 **and end of line, between “comfortable with” and end of line, between “he said” and end of**  
14 **line”, between “do the” and end of line, between “should we offer to” and end of line, and**  
15 **between “you wondered” and end of line).** This text contains confidential, non-public  
16 information regarding a non-party developer, and implicates the non-parties’ confidentiality  
17 interests by purporting to reveal the nonparties’ confidential statements made during  
18 negotiations. This text also contains specific confidential financial deal terms, potential  
19 commitments, game title coverage contemplated by Google, and related negotiations. Disclosure  
20 of this non-public information is likely to result in competitive harm to Google, as it reveals  
21 strategic decision-making which, for example, could give a competitor or potential business  
22 partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s  
23 competitors could use this non-party information to unfairly target Google's developer partners  
24 and offer specific deal terms designed to undercut those offered by Google.

25           262.   **Exhibit 28, Page -352 (between “base tier os” and “and”, between “stretch is”**  
26 **and end of line, between “instead of” and end of line, between “gives them” and end of line,**  
27 **between “propose this...” and “...so”, between “for” and “I would be”, between “can get**  
28

1 **to” and “is still”, between “for” and “the shitty”**). This text contains confidential information  
2 relating to negotiations over a commercial agreement with a non-party developer, including  
3 specific confidential financial deal terms, potential commitments, game title coverage  
4 contemplated by Google, and related negotiations. Disclosure of this non-public information is  
5 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
6 example, could give a competitor or potential business partner unfair leverage in competing  
7 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
8 information to unfairly target Google's developer partners and offer specific deal terms designed  
9 to undercut those offered by Google.

10 263. **Exhibit 28, Page -354 (between “circle on” and end of line, between “agree**  
11 **to” and end of line”, between “Greg” and end of line, between “this” and “is just”, between**  
12 **“agree to” and end of line, between “mention of” and “in ABK”, between “agree to” and**  
13 **end of line, and between “mention of” and “in ABK”**). This text contains confidential  
14 information relating to negotiations over a commercial agreement with a non-party developer,  
15 including specific confidential financial deal terms, potential commitments, game title coverage  
16 contemplated by Google, and related negotiations. Disclosure of this non-public information is  
17 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for  
18 example, could give a competitor or potential business partner unfair leverage in competing  
19 against or negotiating with Google. Moreover, Google’s competitors could use this non-party  
20 information to unfairly target Google's developer partners and offer specific deal terms designed  
21 to undercut those offered by Google.

22 264. **Exhibit 28, Page -355-356 (between “so for” and “they would”, between “ask**  
23 **for” and end of line, between “hardcore about” and end of line, between “it for” and**  
24 **“without”, between “considering” and end of line, and between “sounds good,” and end of**  
25 **line)**. This text contains confidential information relating to negotiations over a commercial  
26 agreement with a non-party developer, including specific confidential financial deal terms,  
27 potential commitments, game title coverage contemplated by Google, and related negotiations.  
28

1 Disclosure of this non-public information is likely to result in competitive harm to Google, as it  
2 reveals strategic decision-making which, for example, could give a competitor or potential  
3 business partner unfair leverage in competing against or negotiating with Google. Moreover,  
4 Google's competitors could use this non-party information to unfairly target Google's developer  
5 partners and offer specific deal terms designed to undercut those offered by Google.

6       **265. Exhibit 28, Page -357 (between "100%" and "keeping b\* in this long",**  
7 **between "why not" and "im like MOVE").** This text contains confidential information relating  
8 to negotiations over a commercial agreement with a non-party developer, including Google's  
9 internal characterizations of specific terms and related negotiations. Disclosure of this non-public  
10 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
11 making which, for example, could give a competitor or potential business partner unfair leverage  
12 in competing against or negotiating with Google. Moreover, Google's competitors could use this  
13 non-party information to unfairly target Google's developer partners and offer specific deal terms  
14 designed to undercut those offered by Google.

15       **266. Exhibit 28, Page -358 (between "just wondered" and "but I", between "care**  
16 **about..." and end of line, between "WDYT" and "I know", and between "and" and "let me**  
17 **know").** This text contains confidential, non-public information regarding non-party developers,  
18 and implicates the non-parties' confidentiality interests by purporting to reveal the nonparties'  
19 confidential statements made during negotiations. It also reflects Google's assessment of the  
20 developer's expected reactions to certain deal terms. Public disclosure of this non-public  
21 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
22 making, which, for example, could give a competitor or potential business partner unfair  
23 leverage in competing against or negotiating with Google. Moreover, Google's competitors  
24 could use this non-party information to unfairly target Google's developer partners.

25       **267. Exhibit 28, Page -359 (between "how much did" and "make in 2022",**  
26 **between "I saw" and "in last", between "12\*" and "2022 YTD", between "then :)" and**  
27 **"isn't that", between "from" and "2022", and between "YTD spend" and end of line).** This  
28

1 text contains confidential information relating to negotiations over a commercial agreement with  
2 a non-party developer, including potential game title coverage contemplated by Google, and  
3 related metrics for that non-party developer calculated from Google's internal, non-public  
4 financial data. Disclosure of this non-public information is likely to result in competitive harm to  
5 Google, as it reveals strategic decision-making which, for example, could give a competitor or  
6 potential business partner unfair leverage in competing against or negotiating with Google.  
7 Moreover, Google's competitors could use this non-party information to unfairly target Google's  
8 developer partners and offer specific deal terms designed to undercut those offered by Google.

9       **268. Exhibit 28, Page -361 (between "POV –" and "and" and between "they**  
10 **want" and end of line).** This text contains confidential, non-public information regarding non-  
11 party developers, and implicates the non-parties' confidentiality interests by purporting to reveal  
12 the nonparties' confidential statements made during negotiations. It also reflects Google's  
13 assessment of the developer's expected reactions to certain deal terms. Public disclosure of this  
14 non-public information is likely to result in competitive harm to Google, as it reveals strategic  
15 decision-making, which, for example, could give a competitor or potential business partner  
16 unfair leverage in competing against or negotiating with Google. Moreover, Google's  
17 competitors could use this non-party information to unfairly target Google's developer partners.

18       **Plaintiffs' Proposed Remedy Re Google's Destruction of Chat Evidence – Exhibit 30**  
19       **[Dkt 609-28]**  
20       **(Exhibit A21)**

21       **269. Exhibit 30, Page 28, Lines 5-6 (between "direction" and end of sentence), and**  
22 **Line 8 (between "Is that" and end of sentence ).** This text contains confidential, non-public  
23 financial information and terms regarding a highly negotiated agreement between Google and a  
24 commercial business partner. This information also reflects and is calculated from internal, non-  
25 public Google financial data. Google spends significant resources compiling and maintaining this  
26 valuable data, which is non-public, and if revealed to competitors and potential business  
27 counterparties, could be used to disadvantage and cause Google competitive harm by giving  
28 competitors insight into confidential Google financial information. Disclosure of this non-public

1 information is likely to result in competitive harm to Google, as it reveals strategic decision-  
2 making which, for example, could give a competitor or potential business partner unfair leverage  
3 in competing against or negotiating with Google.

4       **270. Exhibit 30, Page 28, Line 10 (between “in fact” and “last year”).** This text  
5 contains confidential, non-public financial information and terms regarding a highly negotiated  
6 agreement between Google and a commercial business partner. The disclosure of this non-  
7 party’s highly confidential information would significantly harm its business; for example,  
8 competitors could leverage this information to reap an unearned competitive advantage. This  
9 information also reflects and is calculated from internal, non-public Google financial data.  
10 Google spends significant resources compiling and maintaining this valuable data, which is non-  
11 public, and if revealed to competitors and potential business counterparties, could be used to  
12 disadvantage and cause Google competitive harm by giving competitors insight into confidential  
13 Google financial information. Disclosure of this non-public information is likely to result in  
14 competitive harm to Google, as it reveals strategic decision-making which, for example, could  
15 give a competitor or potential business partner unfair leverage in competing against or  
16 negotiating with Google.

17  
18 I declare under penalty of perjury that the foregoing is true and correct. Executed on the 28<sup>th</sup> day  
19 of September, 2023, in Mountain View, California.

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DocuSigned by:  
*Christian Cramer*  
7E2F7561498147C  
Christian Cramer